MAY 30, 1948 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

PUBLIC LIBRARY
MAY 31 1948
DETROIT

▶ **a bonus**

▶ **an additional $125,000,000 pocketbook for you in the**

KLZ
5000 WATTS ON 560 KILOCYCLES

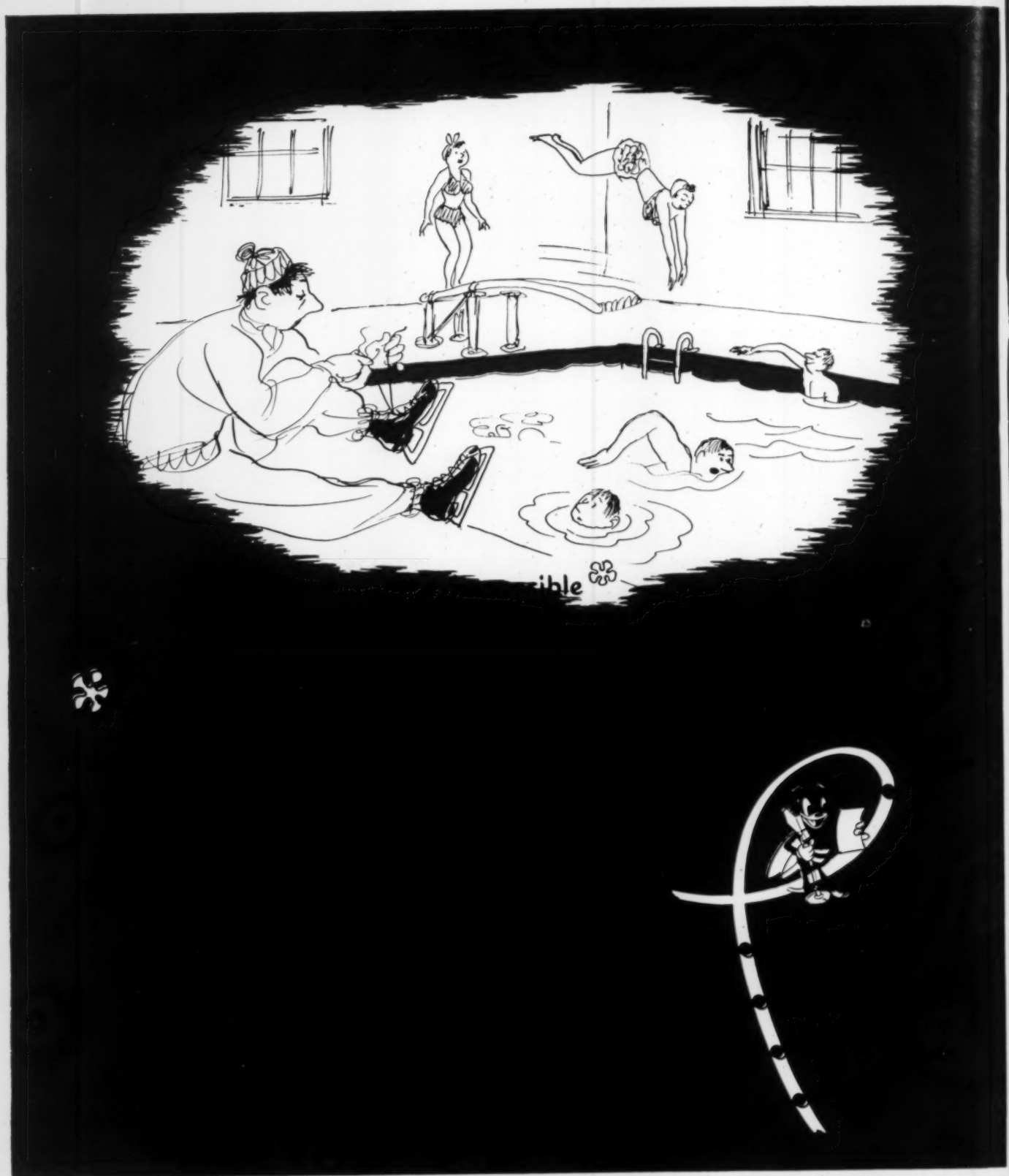
Summer Market...

Few radio markets in America offer you the summer-plus coverage of KLZ. 16,000 new customers a day—count 'em—with an additional $125,000,000 pocketbook! Customers buying soup and soap, drinks and delicacies, food, clothing and equipment they're hearing about on car radios, portables, and radios in hotels, cabins and mountain resorts. Year-round advertisers know the value of this rich Colorado market. New advertisers are buying choice program and spot schedules on KLZ. See your Katz man today.

Be sure your advertising dollars spend their summer in Colorado — where your customers are!

Represented by the Katz Agency

CBS in *Denver*



McCLATCHY BROADCASTING COMPANY

. . . WGBI sets a record for all CBS stations studied!

WGBI, Scranton, Pa., leads all CBS stations in Mr. Hooper's record book with a phenomenal 72.0 in the heavy-listening evenings! WGBI's whopping morning rating (56.6) and even better afternoon score (59.0) are impressive returns, too . . . made even *more* impressive by the high sets-in-use figures!

674,000 prosperous people make up the rich Scranton—Wilkes-Barre market. You can reach and sell this big market *any time,* from early morn to late at night, on WGBI. You can do it economically *and profitably,* too. Ask your John Blair man about Scranton—Wilkes-Barre, WGBI and today's availabilities, *today!*

SCRANTON **WGBI** PENNSYLVANIA

CBS AFFILIATE
910 KC
1000 WATTS DAY
500 WATTS NIGHT

MRS. M. E. MEGARGEE
President

GEORGE D. COLEMAN
General Manager

JOHN BLAIR & COMPANY
NATIONAL REPRESENTATIVES

(Figures from Hooper Station Audience Index—Jan., Feb., 1949)

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING at deadline

Closed Circuit

SPECULATION over appointment of successor to Donald W. Thornburgh, who assumes WCAU Philadelphia presidency Aug. 1, has centered upon Howard S. Meighan, CBS senior vice president. It's known, however, that Mr. Meighan has purchased new home in Larchmont, New York, which he will occupy July 1 and that it's doubted whether he would be interested in cross-country move.

HUNT FOODS INC., Los Angeles, through Young & Rubicam, is mulling possible debut into network radio via "name" format. Firm also planning western regional program. TV experimentation to get under way with probability that program will be pretested over a Los Angeles station before decision is made on origination in East.

TRAGIC DEATH of former Secretary of Defense James Forrestal, early Sunday morning, May 22, was heralded to stunned world almost exclusively by radio. President Truman, according to White House reports, first heard news when he tuned in 7 a.m. newscast. Like lamentable Pearl Harbor attack on another Sunday (Dec. 7, 1941), radio was only means of instantaneous distribution since morning newspapers had gone to press.

RALPH AUSTRIAN, video consultant, being talked as candidate for TBA paid presidential job should FCC Chairman Coy decide to pass it by.

PENDING before ABC board of directors is proposal that network and its five managed and operated stations resign from NAB. Proposal, made several weeks ago, was declared to have no relationship to recent resignations [BROADCASTING, May 23].

SENATE Interstate Commerce Committee consideration of nomination of Comr. E. M. Webster for full seven-year term to begin July 1 reportedly held up because of complaints in recent mobile service allocations, which he marshalled through FCC. While no formal comment is forthcoming, it's reported that members of committee itself, as well as other Senators, have asked for hearings but Chairman Johnson hasn't yet set definite date.

GROUP including Dan Golenpaul, producer of *Information Please*, Richard Rodgers and Oscar Hammerstein, Howard Lindsay and Russell Crouse talking of seeking television channel when applications again become possible. While whole matter still in talking stage, application is favored over purchase of existing station.

LINCOLN-MERCURY Dealers in process of determining whether they will renew *Toast of the Town* on CBS-TV for fall. New York dealers have agreed to renew. Others should make decision by latter part of week. Kenyon & Eckhardt, New York, is agency.

OLSEN & JOHNSON SHOW, to be sponsored

(Continued on page 66)

Upcoming

May 29-June 1: Advertising Federation of America 45th annual convention, Rice Hotel, Houston, Tex.
June 3: AWB Executive Committee meeting, NAB Hdqrs., Washington.
June 3-4: Kentucky Broadcasters Assn., Seelbach Hotel, Louisville.

(Other Upcomings on page 40)

Bulletins

GENERAL MILLS, Minneapolis, sponsoring $21,000 series of four contests on ABC *Lone Ranger* programs (Mon., Wed., Fri., 7:30-8 p.m.) starting June 13. Listeners to identify mystery deputy and compete for best letter writing. Prizes range from $3,000 grand prize to 250 prizes of $10 each. Agency, Dancer-Fitzgerald-Sample, New York.

VA. ASSN. URGES STANDARD SESAC PROCEDURE

NAB urged to conclude standard procedure with SESAC for fixing terms and rates in resolution adopted Friday by Virginia Assn. of Broadcasters, meeting at Tides Inn, Irvington, Va. (early story page 27).

Other resolutions urged law to curb secondary boycotts; favored inclusion of radio and TV set questions in U. S. Housing Census in 1950; commended NAB for formation of Broadcast Advertising Bureau; reaffirmed faith in AM as basic broadcast medium; lauded services of Campbell Arnoux, WTAR Norfolk, and Frank U. Fletcher, WARL Arlington, Va., on NAB board; endorsed All-Radio Presentation; commended VAB officers for successful meeting; thanked Lloyd Venard of Edward Petry Co., for talk on women's programs, and other speakers; urged support of BMI.

These officers were elected: Philip P. Allen, WLVA Lynchburg, president; Mr. Fletcher, promoted from secretary-treasurer to vice president; John W. Schultz, WMVA Martinsville, secretary-treasurer. New directors are John W. New, WTAR Norfolk, retiring president; Jack T. Helms, WNVA Norton; Irvin G. Abeloff, WLEE Richmond; Frederick L. Allman, WSVA Harrisonburg; Frank E. Koehler, WROV Roanoke.

ACA BLASTS IBEW

AMERICAN Communications Assn., broadcast Local 1, CIO, in publication *Off Mike*, blasted AFL's IBEW Friday. IBEW charged with raiding ACA at WOV New York, where IBEW won NLRB election, 7-3. ACA, which has had contract with station for years, could not appear on ballot because of non-compliance with Taft-Hartley law. ACA still understood to represent some 30 office workers and announcers at station, where it has just signed new contract with wage question still to be arbitrated.

Business Briefly

NAMES AGENCY ● Coro Inc., New York, names Hirshon-Garfield, New York, as agency. Television will be used. Spot announcements and fashion shows are on schedule.

WESTERN SERIES ● Dr. Ross Dog Food, Los Angeles, June 23 starts transcribed *Hopelong Cassidy* on full Don Lee network plus KOOL Phoenix—Thurs., 8-8:30 p.m. (PST), 52 weeks. Produced by Commodore Productions, Los Angeles. Agency, Rocett-Lauritzen, Los Angeles.

LIPTON REPLACES ● *It Pays to Be Ignorant* replacing *Arthur Godfrey's Talent Scouts* on CBS (television only) Mon., 8:30-9 p.m., starting June 6 when Lipton-sponsored program goes off for summer.

CENSUS BUREAU FINDS RADIO MANUFACTURERS UP

RADIO PRODUCTION's contribution to growth of American economy highlighted in latest report of Census of Manufacturers, showing employment increase of 213% from 1939 to 1947; payroll increase of 581%. "Value added by manufacturers" (value of product less cost of materials, fuel, etc.) increased 517% to total $773.2 million in 1947.

Total production workers in radio manufacture in 1947 was 142,478; 45,484 in 1939. Total payroll $47.6 million in 1939; in 1947 reached $324.3 million. Number of businesses in field increased from 305 to 857 in same period. Leading states are Illinois which accounts for $180.8 million of value added; New York, $158.6 million. Census taken before big push on television, and does not reflect impact of TV.

TRANSIT SALES SESSION

SALES managers of 15 transit radio stations met in Chicago Thursday and Friday for clinic conducted by Frank E. Pellegrin, vice president in charge of sales. Jack Holmes and Kay Kennelly, media directors for McCann-Erickson and Olian, respectively, discussed their angles on TR at luncheon session. Loretta Kealy, national sales office manager, outlined station data requirements of time buyers.

EARLY ACTION FORESEEN ON LOBBYING INQUIRY

IMMEDIATE action foreseen in Congress Friday on resolution to investigate lobbying of independent agencies and private organizations. Resolution, providing authorization of $50,000 for inquiry, to be reported to Senate early this week, then passed to Rules Committee for approval of sum.

Senate Judiciary voted to report H. Con. Res. 62 with this amendment: Joint Committee would comprise five, not seven, members from each house, and leave their selection to each Judiciary Committee chairman, rather than President and House Speaker.

This Is Why

KRLD

Is Your Best Buy

1st. Again

HOOPER RATINGS

FOR DECEMBER, 1948
THROUGH APRIL, 1949

Show - -

KRLD

has MORE listeners in DALLAS than any other station between:

6:00 P.M. to 10:30 P.M.
8:00 A.M. to 12:00 NOON
SATURDAY (ALL DAY)
8:00 A.M. to 6:00 P.M.

50,000 *Watts*
DAY *and* NIGHT
Studios:
DALLAS
FORT WORTH

KRLD

The TIMES HERALD *Station*

TOTAL BMB DAY
692,670 *Radio Families*

THE BRAHAM COMPANY, *Exclusive Representatives*

★ CBS ★

TOTAL BMB NIGHT
842,560 *Radio Families*

WIP Produces!

Example # 14

For more than 27 years Gimbel Brothers, Philadelphia has sponsored the "Uncle Wip" program. For the past three years "Uncle Wip" commercials have been devoted exclusively to Buster Brown shoes . . . and Gimbel Brothers, Philadelphia, has become AMERICA'S NUMBER ONE outlet for Buster Brown shoes!

WIP
Philadelphia
Basic Mutual
•
Represented Nationally
by
EDWARD PETRY & CO.

BROADCASTING
TELECASTING

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FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Carolyn Sheets, Chapalier Hodgson.

NEW YORK BUREAU
250 Park Ave., Zone 17, PLaza 5-8355

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Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Marjorie Dorrance.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28.
HEmpstead 8181

David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

WNJR *delivers the Mother Lode*

in the Amazing NEWARK-NORTH JERSEY *Gold Belt!*

Here is half the story:

If you draw a 20-mile circle, using Broad and Market Streets, Newark, as your hub, you'll find yourself smack in the middle of the 5th largest market in North America. Greater than Detroit, Boston, Mexico City or Montreal.

In this small area, exclusive of New York's millions, live 3,500,000 souls. Outmoded city lines—even county lines which divide apartment houses, business offices and factories—mean nothing in the fabulous Newark-Northeast New Jersey sector. In the space of 20 minutes you can drive through 4 towns in any direction.

Remember: When you buy Newark, you are buying nearly a million prosperous families with $4,733,846,955 net effective buying income—more than 2-2/3% of the entire nation's total. Focal point, Essex County boasts an average family income of $6,761 per annum, one of the country's highest.

Here is the other half:

You can't sell this tremendous market with New York media alone. Metropolitan Newarkers spend upwards of $3,000,000,000 yearly in Northeast New Jersey retail stores.

WNJR strikes a rich vein for advertising prospectors in this gold belt. High gear program showmanship with a local slant makes people hear and act upon your sales message.

And here is a plus value:

WNJR listenership extends well beyond the Newark Metropolitan area. Gives you sizeable bonus audiences in New York's 5 boroughs, in Westchester, part of Connecticut, and additional sections of New Jersey.

Ask us about other plus values—which no other radio station can match.

Why wait? Pick up the phone now. Call any Avery Knodel office.

WNJR
RADIO STATION OF NEWARK EVENING NEWS

5000 Watts

91 HALSEY STREET NEWARK 2, N. J.

Represented by: **AVERY KNODEL, INC.** *New York Chicago • Atlanta • San Francisco • Los Angeles*

The Patroon* of the week

NORMAN CHESTER

Time Buyer, BBD&O

Norm handles the spot radio buying for UNITED FRUIT, F & M SCHAEFER BREWING, BON AMI, CLARK CANDY, AMERICAN HOME MAGAZINE and GENERAL TIME INSTRUMENTS. Welcome to the Patroons, Norm. The William G. Rambeau rep today presented Norm with a membership scroll and the deed to a tract of land in the heart of the Patroon country.

*PATROON
Aristocratic
Landholder
of the
Hudson
Valley

The Fact of the week

Sales success stories mean profit to the advertiser—promises mean nothing. WPTR's outstanding record of sales success for a number of advertisers proves this station's tremendous selling power. The Rambeau rep will show you the facts.

SOON
50,000 Watts
Night and Day

Represented by RAMBEAU

WPTR
ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N. Y.

Agencies

JOHN H. PORTER, formerly president of his own independent advertising copy service and before that account executive with Abbott Kimball Co., joins Buchanan & Co., New York, as account executive.

L. E. AHLSWEDE joins Fuller & Smith & Ross, Chicago, as account executive after working in same capacity at Reincke, Meyer & Finn, same city, for past five years.

CHESTER W. DUDLEY Jr., formerly vice president of Benson & Benson Inc., joins Compton Adv., New York, as account executive. He previously was with Benton & Bowles and later director and treasurer of Capital Theatre Corp., post which he maintains.

Mr. Dudley

H. LANE LOSEY, formerly with BBDO and Cities Service Co. advertising department, both New York, joins Courtland D. Ferguson Inc., Washington, as copy director.

DONALD B. HAMILTON, formerly with McCann-Erickson, joins BBDO as head of agency's Detroit office. He replaces **GEORGE VONDERLIN,** who moved to Chicago as account executive.

NORMAN BRADFORD, formerly with Paris & Peart and J. Walter Thompson Co., both New York, joins copy staff of Kudner Agency, also New York.

JACK SCHAEFER joins Lindsay Adv., New York and New Haven, as director of publicity and promotion.

FRANK B. PATTERSON, formerly freelance Hollywood writer-producer, joins J. M. Lenz Adv., same city, as account executive.

DAVID C. STEWART secretary of Kenyon & Eckhardt, New York, elected to board of directors to fill vacancy left by recent death of **OTIS ALLEN KENYON.**

ALFRED A. COUGHLIN and **FRANK BURNS** join radio-television department of Kudner Agency, New York, as producer-directors.

ROBERT V. WALSH, formerly with WJIM Lansing, WGFG Kalamazoo, and WPDX Clarksburg, W. Va., joins radio staff of VanSant, Dugdale & Co., Baltimore.

COOPER & CROWE Inc., Salt Lake City, beginning expansion program. **GORDON CROWE,** president, announced. Firm opened branch office in Ogden with **DON L. WATKINS** as manager. Ogden office is in Kiesel Bldg. **GAIL MARTIN** joins firm as associate in charge of public relations.

VINCENT TUTCHING, former Brazilian sales and advertising manager for E. R. Squibb & Sons who joined Foote, Cone & Belding International, New York early this year, appointed Canadian manager of firm. He will shortly establish agency's Canadian headquarters in Montreal.

WATTS, PAYNES Adv., Tulsa and Dallas, elected to membership in American Assn. of Advertising Agencies.

JULIAN STEYSKAL, formerly copy writer with Perrett Co., Los Angeles, joins Elwood J. Robinson Adv., that city, in similar capacity.

WILLIAM A. FORBES elected chairman of Platt-Forbes Inc., New York and Hartford agency. Other officers named: **THOMAS F. COSGROVE,** president; **PARMELEE LYMAN,** treasurer; **WELLS W. CONSTANTINE,** secretary; **RUTHERFORD PLATT,** executive vice president; **WILLIAM S. WALKER, JOHN MONSARRAT** and **G. FRANK SWEET,** vice presidents.

DEE MARLATT, previously with Muriel Johnstone fashion division of former Hixon-O'Donnell agency, appointed director of fashion advertising for Jack Goehring Co., New York agency.

R. JOSEPH KUKLICH, former creative director of Lawrence Boles Hicks Inc., joins Hening & Co., Philadelphia, in similar capacity.

SYLVIA LENSON, formerly with copy staff of Federal Adv., New York, joins copy staff of Ellington & Co., also New York.

SYKES ADV., Pittsburgh, held open house May 20 to celebrate agency's occupation of new quarters at 1101 Fifth Ave., Pittsburgh.

MacMANUS, JOHN & ADAMS Inc., Detroit, celebrates its 15th anniversary this month. President **JAMES R. ADAMS** and Chairman **W. A. P. JOHN,** co-founders, were hosts to entire agency staff at buffet supper May 11.

EARLE LUDGIN, president and treasurer of Chicago agency bearing his name, took part in symposium, "How Can Television Do for Art What Radio Did for Music?", before members of American Federation of Arts at annual convention in Chicago fortnight ago.

Fulton Lewis, Jr. sees RED

Finds Communist with Atomic Energy Commission Scholarship

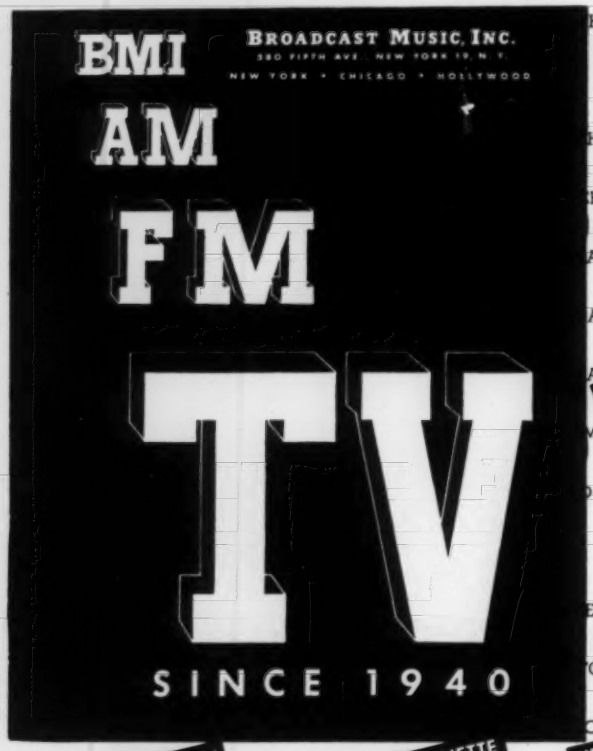
■ On his broadcast May 10 Fulton Lewis, Jr. first broke the story of Hans Friestadt, the Communist at the University of North Carolina working toward a Ph.D. in Physics with the help of a $1,600 scholarship from the Atomic Energy Commission.

The Congressional stir created by the revelations resulted in an AEC ruling May 21 requiring non-Communist oaths for all persons certified for AEC fellowships.

This is one more example of the Lewis zeal for uncovering unhealthy situations—and his capacity for getting them corrected. Other reporting jobs of outstanding value to the nation have been his fact-crammed criticism of the Canol project, his series about the Latin American Highway, and his part in speeding up the synthetic rubber program during the war, to name just a few.

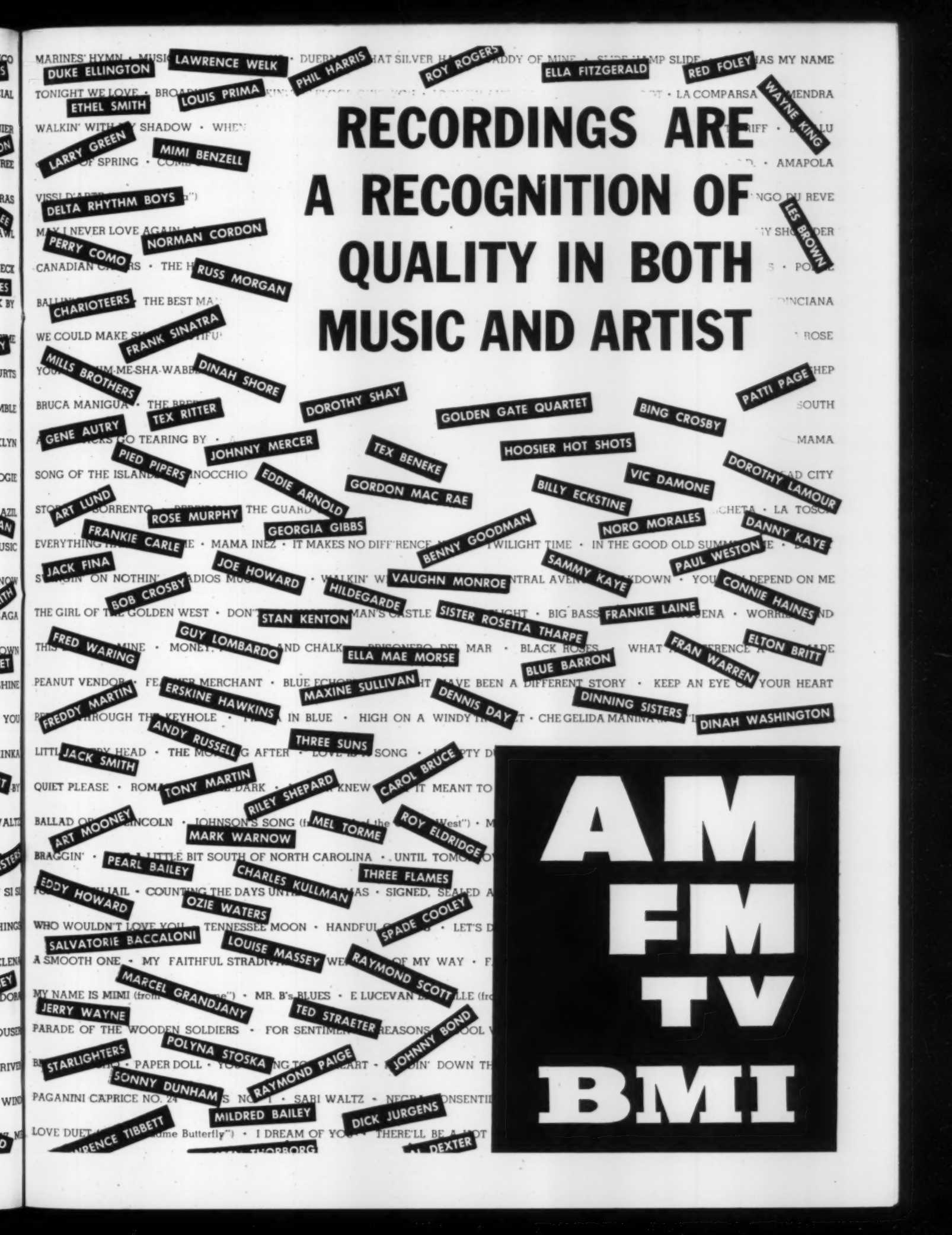
The Lewis capacity to influence listeners has been demonstrated time and time again. His OPA "mail-call" swamped Congress with thousands of letters; his more recent listener-vote on various phases of the Taft-Hartley bill resulted in an estimated 124,000 pieces of correspondence for Congressmen.

If you want a ready-made audience and a program with network prestige at local time cost with pro-rated talent cost, investigate now. Though currently sponsored on more than 300 stations, there may be an opening in your city for the Fulton Lewis, Jr. program. Check your local Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).



BMI IS PROUD THAT SO MUCH OF ITS MUSIC HAS BEEN SO SPLENDIDLY RECORDED BY SO MANY OUTSTANDING ARTISTS.

OVER 40,000 BMI-LICENSED COMPOSITIONS HAVE BEEN RECORDED BY RECORD AND TRANSCRIPTION COMPANIES TO DATE.


RECORDINGS ARE
A RECOGNITION OF
QUALITY IN BOTH
MUSIC AND ARTIST
AM
FM
TV
BMI
DUKE ELLINGTON
LAWRENCE WELK
PHIL HARRIS
ROY ROGERS
ELLA FITZGERALD
RED FOLEY
WAYNE KING
ETHEL SMITH
LOUIS PRIMA
LARRY GREEN
MIMI BENZELL
DELTA RHYTHM BOYS
LES BROWN
PERRY COMO
NORMAN CORDON
RUSS MORGAN
CHARIOTEERS
FRANK SINATRA
MILLS BROTHERS
DINAH SHORE
PATTI PAGE
DOROTHY SHAY
GOLDEN GATE QUARTET
BING CROSBY
TEX RITTER
GENE AUTRY
JOHNNY MERCER
HOOSIER HOT SHOTS
TEX BENEKE
PIED PIPERS
DOROTHY LAMOUR
EDDIE ARNOLD
VIC DAMONE
GORDON MAC RAE
BILLY ECKSTINE
ART LUND
ROSE MURPHY
GEORGIA GIBBS
NORO MORALES
DANNY KAYE
FRANKIE CARLE
BENNY GOODMAN
PAUL WESTON
JACK FINA
JOE HOWARD
SAMMY KAYE
VAUGHN MONROE
BOB CROSBY
CONNIE HAINES
HILDEGARDE
STAN KENTON
SISTER ROSETTA THARPE
FRANKIE LAINE
GUY LOMBARDO
FRED WARING
ELTON BRITT
ELLA MAE MORSE
FRAN WARREN
BLUE BARRON
MAXINE SULLIVAN
ERSKINE HAWKINS
FREDDY MARTIN
DENNIS DAY
DINNING SISTERS
DINAH WASHINGTON
ANDY RUSSELL
THREE SUNS
JACK SMITH
CAROL BRUCE
TONY MARTIN
RILEY SHEPARD
ART MOONEY
MEL TORME
ROY ELDRIDGE
MARK WARNOW
PEARL BAILEY
THREE FLAMES
CHARLES KULLMAN
EDDY HOWARD
OZIE WATERS
SPADE COOLEY
SALVATORIE BACCALONI
LOUISE MASSEY
RAYMOND SCOTT
MARCEL GRANDJANY
JERRY WAYNE
TED STRAETER
JOHNNY BOND
STARLIGHTERS
POLYNA STOSKA
RAYMOND PAIGE
SONNY DUNHAM
MILDRED BAILEY
DICK JURGENS

Studies 'Broadcasting'

EDITOR, BROADCASTING:

We have a new course entitled, "Station Sales Promotion, Merchandising and Publicity." Currently, the class, all potential station publicists, is studying the style of writing which is used by BROADCASTING.

All departments and technical developments are closely read since as future employes we want to know what the "score" is.

Our students hope to be writing full length news and features for the magazine upon completion of the . . . course.

Bert Haling, Instructor
Sales Promotion
Inst. of Radio Bcstg.
Dallas, Tex.

* * *

'Much Impressed'

EDITOR, BROADCASTING:

I was very much impressed, as other members of the radio industry undoubtedly were, by . . . your series of articles entitled "Business of Broadcasting" . . .

Bill Simpson
Commercial Manager
KTMS Santa Barbara, Calif.

* * *

Open Mike"

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Urges More Co-op

EDITOR, BROADCASTING:

Richfield co-op item, Page 24 of May 9 issue, seems to be indicative of trend of many national advertisers, who find small-market national rates un-economical. Perhaps concentration of promotion by ALL small-market-stations on obtaining more co-op, would prove the "great White Hope" for greater future potential. Comment from other small-market managers should provide additional aspects, and even instigate coordinated ACTION. Incidentally, 15 of KWRO's 80 retail accounts are already enjoying the benefits of co-op reimbursement, and 30 more could profit if their suppliers employed a co-op program.

Your radio coverage continues excellent. Keep up the good work.

Robert W. Harris
Manager
KWRO Coquille, Ore.

* * *

Disagrees With Quaal

EDITOR, BROADCASTING:

I wish to emphatically disagree with a statement made in the May 2 issue of BROADCASTING on page 76 by Ward Quaal who says, among other things, that, "Anti-Clear Bill would threaten rural service" and that "small towns face a loss or impairment of their radio service."

If Mr. Quaal would devote half his time and energies to getting FM stations in those small towns and in rural communities where coverage really would be consistent and dependable, the question of clear channel and high power broadcasting would be almost solved. . . .

The possible increase in power of Mexican stations above 50 kw and in the region of 100 kw, foreshadows the impending doom of so-called clear channels. Broadcasting stations may as well admit such a possibility and act accordingly by building super-power FM stations in the 500 kw to one million kw brackets, which would certainly give them day and night dominence over the territory they now serve regardless of what any other country does or will attempt to do. . . .

Charles N. Cutler
Engineer
WSRK (FM) Shelbyville, Ind.

* * *

Selling for Us

EDITOR, BROADCASTING:

Here is a fifteen-second commercial for BROADCASTING:

"Radio Stations, BROADCASTING now makes available at cost, reprints of their series of articles 'Business of Broadcasting.' Mail to your customers each month reprints of such articles as Schuster's Eighteen Radio Years, and you will get new business. This is just one of many services that BROADCASTING offers."

Seriously, why don't you make reprints of these articles available to us? They should do a lot of good.

Joseph K. Close
President
WKNE Keene, N. H.

[Editor's Note: BROADCASTING can supply tearsheets in limited number on special articles, or will reprint an article on request for the actual cost of printing.]

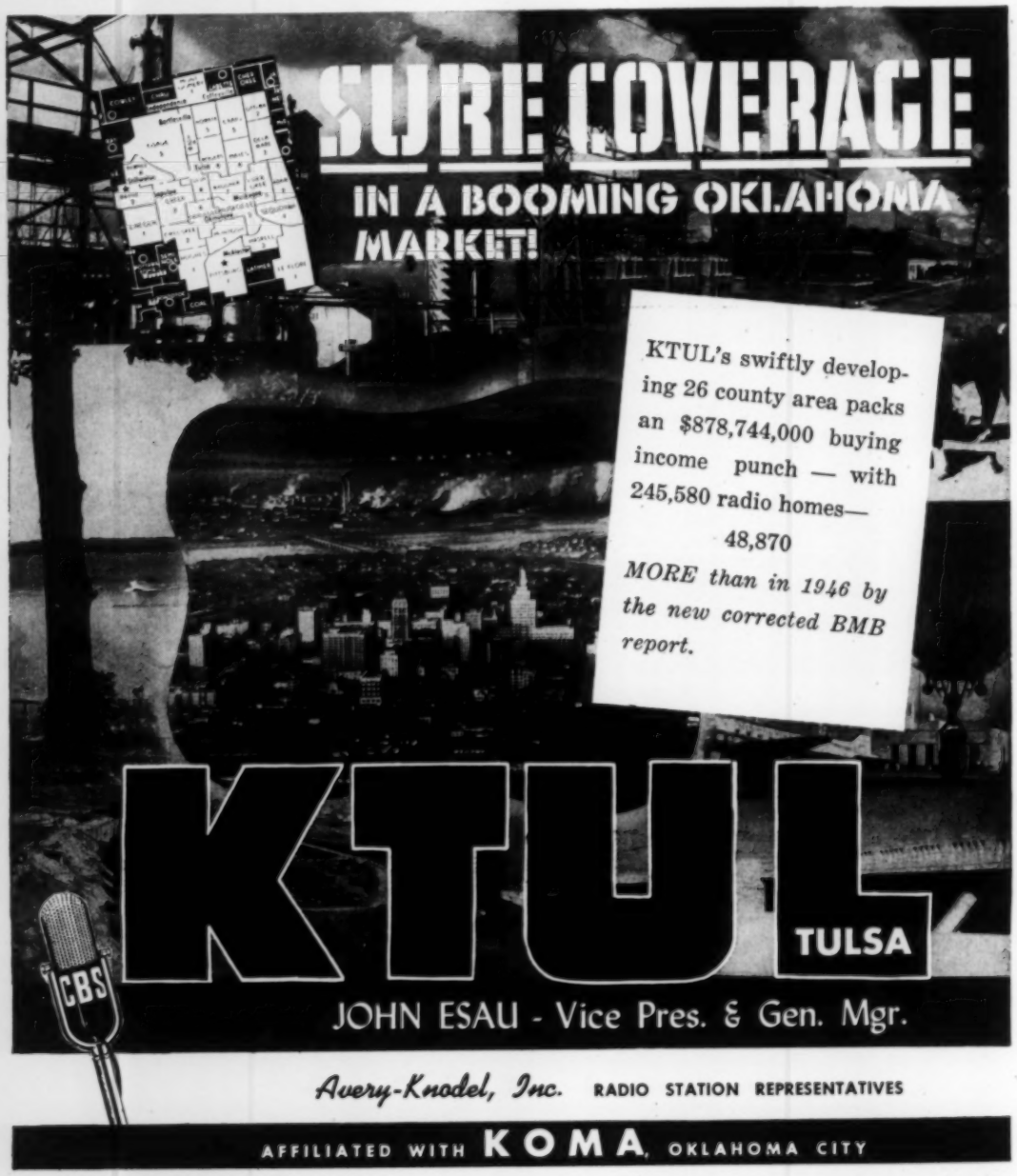
* * *

Giveaway Solution

EDITOR, BROADCASTING:

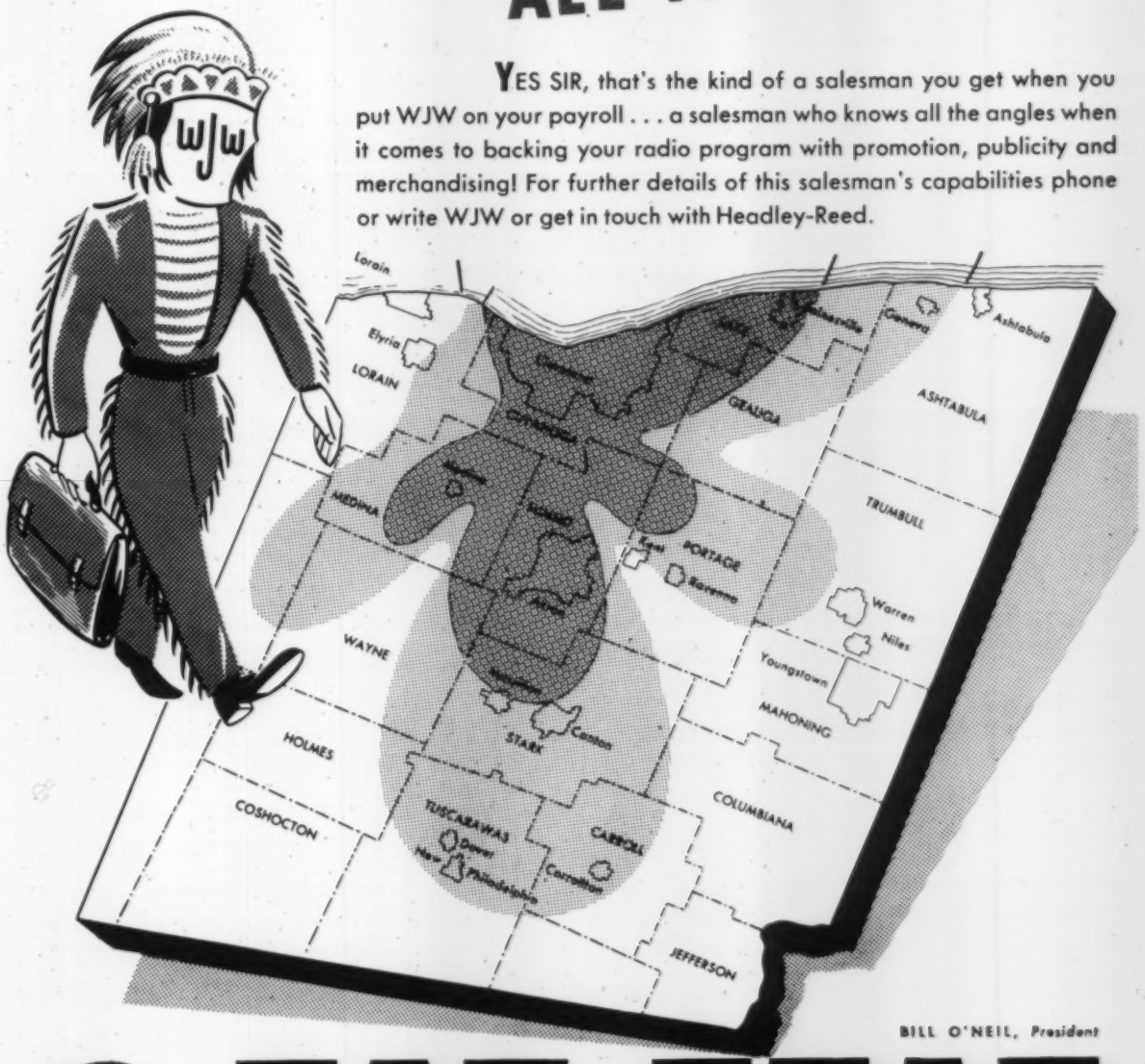
This week's editorial [May 9] "Ploughed Under Down Under" is such a sensible, easy solution to the give-away problem that I wish you could make it a permanent part of BROADCASTING until everyone in our industry has digested

(Continued on page 16)


SURE COVERAGE
IN A BOOMING OKLAHOMA MARKET!
KTUL's swiftly developing 26 county area packs an $878,744,000 buying income punch — with 245,580 radio homes—
48,870
MORE than in 1946 by the new corrected BMB report.
KTUL
TULSA
CBS
JOHN ESAU - Vice Pres. & Gen. Mgr.
Avery-Knodel, Inc. RADIO STATION REPRESENTATIVES
AFFILIATED WITH KOMA, OKLAHOMA CITY

A SALESMAN WHO KNOWS ALL THE ANGLES

YES SIR, that's the kind of a salesman you get when you put WJW on your payroll . . . a salesman who knows all the angles when it comes to backing your radio program with promotion, publicity and merchandising! For further details of this salesman's capabilities phone or write WJW or get in touch with Headley-Reed.



BILL O'NEIL, *President*

WJW

BASIC
ABC Network

CLEVELAND

850 KC
5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Money's Our Favorite Hobby . . .

Nothing gives us more pleasure than collecting a nice fat bank account— except maybe spending it.

Nature was generous to us with her gift of natural resources. But we keep working at them. Farmers are mighty proud of their $226,000,000 yearly income. Cotton manufacturers spin out some $152,294,265 worth of cloth a year. Lumber mills and wood processing flourish. Rural and urban enterprise combine diligently to balance our billion dollar economy.

When Piedmont people go to market, they're drawing on a $1,054,811,000 stockpile. And for the past nineteen years, they've gone to market over WSPA, South Carolina's oldest station, dominant in 17 counties of the Carolina Piedmont.

John Blair & Company, National Representative
Harry E. Cummings, Southeastern Representative
Roger A. Shaffer, Managing Director
Guy Vaughan, Jr., Sales Manager
CBS Station for the Spartanburg-Greenville Market

New Business

STANDARD OIL of Indiana begins spot mention campaign on 247 of its local newscasts and sports shows on personalized tourist information over 24 stations in 15 midwest states early in June. Promotion will include selling points of various Standard products. Live spots will continue through summer.

ALBERT'S PRODUCTS Co. Portland, Ore., appoints H. C. Morris & Co., Hollywood, to handle advertising for Portland Punch. June 15 firm starts 15 day test spot campaign with total of 300 spots on 12 Los Angeles area stations. After July 4 television also will be used. May 28 firm was scheduled to start once-weekly participation for 13 weeks on *Ira Cook Show* over KECA Los Angeles.

RAILWAY EXPRESS AGENCY, New York, effective May 18 started one month spot announcement campaign on five stations in New York. Schedule placed on following stations: WAAT and WNEW, five weekly; WINS and WMCA, three weekly, and WQXR, four weekly. Agency: Caples Adv., New York.

GREYHOUND LINES, through Beaumont & Hohman, Chicago, contemplating national spot schedule after beginning local series on three Chicago stations.

TOY PRODUCTIONS of Hollywood Inc. planning to spend more than $100,000 for radio and television Christmas campaign in all major markets for exploitation of Bugs Bunny and Porky Pig talking toys, starting Nov 7. Agency: L. W. Ramsey Adv., Los Angeles.

SANTA FE Vintage Co., Los Angeles (Santa Fe Wines), appoints Lockwood-Shackelford Adv., that city, to handle advertising, effective July 1. Firm has been expending approximately $250,000 yearly on all media. New allocation expected to be one-third of that figure for radio and television in Southern California. Firm currently running spots on KECA Los Angeles.

BEKINS VAN & Storage Co., Los Angeles (moving, storing), June 1 extends *Hollywood Music Hall* to three additional CBS Arizona stations: KOY Phoenix; KTUC Tucson; KSUN Bisbee. Contract for 13 weeks. Agency: Brooks Adv., Los Angeles.

MOTOROLA DEALERS of Northern California has signed through W. J. Lancaster & Co., San Francisco to present boxing bouts of Army, Navy and Air Forces on KGO-TV San Francisco. The telecasts started May 19, and are scheduled for June 2, 23 and 30, July 14, Aug. 4, 11 and 25, and Sept. 1, 15 and 29. Motorola dealers sponsor half of each of 8 p.m. telecasts.

BROWNELL & FIELD Co., Providence, R. I., appoints Horton-Noyes Co., Providence, to handle advertising for Autocrat Coffee. Plans call for expanded use of radio. **TOD WILLIAMS** is account representative.

CARNATION Co., Los Angeles (evaporated milk, Friskies dog food), starting 52 week series of one-minute film spots on three Los Angeles stations: KTTV (TV) starting May 30; KNBH (TV) May 31, and KTLA (TV) June 1. Agency: Erwin, Wasey & Co., Los Angeles. Films prepared by Churchill-Wexler.

BUCKEYE BREWING Co., Toledo, appoints Livingston Porter Hicks Agency, Detroit, to handle advertising and merchandising. Spot radio will continue to be used.

LANGENDORF UNITED BAKERIES Inc., San Francisco, Aug. 2 renews *Red Ryder* on 13 Don Lee stations for 52 weeks, Tues.-Thurs. (7:30-8 p.m. PST). Agency: Biow Co., San Francisco.

BLATZ BREWING Co., Milwaukee (Blatz Pilsener beer), next month begins 13 week series of one 20-second TV film spot weekly on five Los Angeles TV stations. Stations include: KTSL, KFI-TV, KTTV, KTLA, KNBH. Agency: Kaster, Farrell, Chesley & Clifford, New York.

FUNK & WAGNALLS Co., New York, June 7 starting week test campaign with three-minute commercial TV films on KTTV (TV) Los Angeles. Films to total approximately eight. Agency: Leonard Adv., New York.

Network Accounts . . .

GRUEN WATCH Co., Cincinnati, to sponsor second half hour of NBC give-away show, tentatively titled *Hollywood Calling*, scheduled to begin this summer in 6:30-7:30 p.m. Sunday time slot. Exact starting date has not been announced. Agency: Grey Adv., New York.

(Continued on page 54)

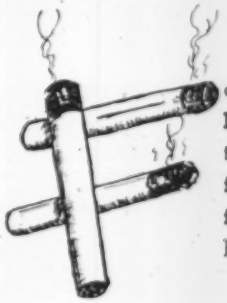
Whether you sell...

ashion frocks and felt fedoras for fading flirtatious females . . . flour for fixing fluffy frosted figbars . . . fudge, filberts, fragrant flowers for fidgity forgetful fugitives from fickle fretful fiances . . . flexible faucets for fizzing frappes or foaming fluid . . . feed for fine feathered friends . . .

★

ox furs for frivolous flappers . . . faith n' fellowship for fallen foremen . . . foundations for fat, flabby forms . . . forced feed fired furnaces or filter fans for forge flues . . . fresh fish for frying . . . fowl, filets or french fries for family fare . . . funny follies for fatigued flat-foots . . .

★



ags for fretful future fathers . . . flying freight from Frisco to France . . . frozen food for freezers . . . fences for fending fox-terriers from firs and foliage . . . funds for finagling . . . firm fasteners for filmy formals . . . finery for finicky femmes . . . festive fairs for farm folks . . . first-aid for faulty fountain pens . . . better buy radio . . . better buy WGN!

★

Yes, Radio Sells... that's been proven again and again. Likewise, WGN has proven a result getter for its advertisers. Many of WGN's local advertisers have built their businesses on radio . . . Radio is their basic buy. Four of our advertisers have been with WGN for a total of 60 years . . . 6 others have been on WGN for a total of 62 years . . . definite evidence that WGN is doing a selling job!

Let us help you with your advertising problems . . . let radio give you the most for your advertising dollar.

REMEMBER . . . for Your Best Buy . . . ***Better Buy*** **WGN!**

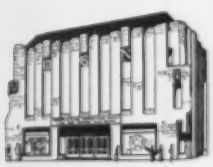
WGN reaches more homes each week than any other Chicago station. — 1948 Nielsen Annual Report

A Clear Channel Station...
Serving the Middle West

WGN

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

Open Mike

(Continued from page 12)

it thoroughly—and I hope taken it to heart.

Thanks for keeping us abreast always of the best in radio and for leading your almost one-man fight to better our service and thus our pocketbooks. . . .

Wilton E. Cobb
General Mgr.
WMAZ Macon, Ga.

* * *

An Engineer's Book

EDITOR, BROADCASTING:

I have been wishing there was available a book written expressly for the chief engineer of the broadcast radio station. Good books have been published to assist the manager, the program director, the announcer and others . . . but . . . not for the chief engineer.

I do not overlook the many good technical books covering most phases of theory and operation. . . .

Subjects to be covered might include the following: Outline for getting a station on the air, suggestions and outlines for preventative maintenance plans, notes on the specialized test and measuring equipment used at stations, generalized discussion of the FCC as related to the broadcast station, aids on improving the operating economy in the engineering department, help with the paper work and the business contacts essential to the engineering department, policies for dealing with both employer and employe, and list of selected technical reference books and helpful magazines. . . .

I wonder if there are others who would also like to see such a book?

Robert M. Harvey
Chief Engineer
WKBC North Wilkesboro, N. C.

Down Under DXer

EDITOR, BROADCASTING:

. . . I appreciate your publication, for a DXer the information is very fine and helps very much in the knowledge of new station changes.

Reception here from North America is very good, some of our members have up to 1,000 verifications, as many as 600-800 from stations in North America, so this will give you some idea of reception. Any night we can listen to WCKY KMOX KSTP KGA KFBK etc. at strength as good as many New Zealand stations and many at times at just on local strength. Many of the frequency and equipment tests are also heard, and it is in this matter I wondered if you could help. For many months, with the many new stations testing, we have heard some very fine tone signals and equipment tests, but very seldom any station break or announcement. I know there is no FCC control on this matter, but it makes us a little mad "sitting" on a 250 watter on test for an hour without any break in the tone or announcement. It would be a "feather in the cap" of the station to get a report from here, at least 8,000 miles distant, on a new 250 w test, so we not only don't get the chance of sending a report, but some station may never again get the chance of receiving a report from such a distant point. So engineers, when you test, please make a few station breaks and announcements, and we will send you a report if you are getting out here. . . .

Arthur T. Cushen
New Zealand Radio DX League
212 Earn Street
Invercargill, New Zealand

Milestones

► Charley Stookey, farm editor for KXOK St. Louis, celebrated 20 years in farm radio May 20. He has been with KXOK since August 1944. He conducted his first farm program on WLS Chicago in 1929.

► Mary Margaret McBride, women's commentator on NBC, will celebrate her 15th anniversary in radio tomorrow (May 31) with gala broadcast from New York's Yankee Stadium. Prominent personalities of political, military and entertainment world will be featured guests.

► WCAU-TV Philadelphia marked its first anniversary May 23. Station has graduated from 28 hours of programming weekly its first week of operation to its present 90 hours. WCAU-TV was first affiliate of CBS-TV network.

* * *

CELEBRATING fourth anniversary of its *Last Word* program is KDAL Duluth's Liz Daniels (l), who conducts program, and Hunter Como. They are shown with gifts from faithful listeners.

'United America' Aid

RADIO support of the Advertising Council's United America campaign increased 100 million listener impressions over 1947, reaching a total of 942,650,000 listener impressions for the year. Allocations are currently being received every month through the Council's radio allocation plan, and this year's coverage is expected to maintain the high level of previous years, the Council announced.

Great Day in the Yawning!

You might think we're kidding when we say that lots of Baltimore folks go to bed early so they can get up early to hear Ray Moffett's "MUSICAL CLOCK" from 6 in the yawning 'til 9 in the morning. Well, we are. But we're not kidding when we say that Ray has a terrific following hereabouts—and a yard-long list of "success stories" for every imaginable product. How about yours?

BALTIMORE LIKES THESE LOCAL SHOWS, TOO!

BETTIE McCALL
"Your Friendly Neighbor"
9:45–10:00 A.M.

HAL VICTOR SHOW
Baltimore's Favorite Wagster
5:30–5:45 P.M.

. . . and every program and announcement on WCAO is duplicated on WCAO-FM (20,000 watts) at no additional cost to the advertiser!

WCAO

"The Voice of Baltimore"

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER

Radiorama

TOP MEN in their profession are Eddie Melley (upper figure) and Buddy Speir as they tighten bolts at 450-ft. level of WOR-TV New York's tower under construction at North Bergen, N. J. When completed, tower will be 760 ft. high.

PLANS for the next season of the Radio Executives Club of New York are discussed by the club's newly elected officers [BROADCASTING, May 9]. L to r: Claude Barrere, talent representative, secretary; John J. Karol, CBS sales manager and new REC president; Gordon Mills, business manager, radio department of Kudner Agency, REC vice president, and Lewis Avery of Avery-Knodel Inc., treasurer of the club. Installation of the new panel of officers was held May 19.

RETIRING president of Radio Manufacturers Assn., Max Balcom (l) greets incoming president, Raymond C. Cosgrove, executive vice president of Avco Mfg. Co., at Chicago convention [BROADCASTING, May 23].

TALKING over old times in NBC news room are George Hicks (l), who has rejoined NBC's news and special events department, and William F. Brooks, vice president in charge of news and international relations.

INVENTORS of coaxial cable, Lloyd Espenschied (l) and Herman Affel, Bell Telephone Lab engineers, compare early model with newest type (held by Mr. Affel). Twentieth anniversary of cable invention was observed May 23.

PREPARING for 20th anniversary of Horn & Hardart's *Children's Hour* June 5, C. V. Farley (seated), H&H vice president in charge of advertising, contracts with WNBC and WNBT (TV) New York for show's 21st year. Standing (l to r): James V. McConnell, NBC Spot Sales head; Alice Clements, show's writer-producer; Thomas B. McFadden, WNBC-WNBT general manager; I. W. Clements, Clements Co. president, H&H agency; Frank Bowes, NBC account executive.

GREETING Murray B. Grabhorn (seated), ABC v.p. and WJZ-TV New York mgr., when he visited rehearsal of *Market Melodies*, are Anne Russell and Walter Herlihy who conduct the new daily WJZ-TV telecast.

INDUSTRY support for Greater New York Fund's 12th annual drive is pledged to John D. Rockefeller 3d (center), city-wide chairman, by this radio group. L to r: Ivor Kenway, ABC v.p.; Devereux Josephs, Fund's Manhattan chairman; Thomas Stix, radio producer; Mr. Rockefeller; Mortimer Loewi, DuMont TV Network; Mark Woods, ABC pres.; Carl Haverlin, BMI pres.

VISITING Standard Oil Co. (Ind.) officials are greeted at WCCO Minneapolis by George Grim (2d from r), newscaster. L to r: Johnny Weber, Wesley I. Nunn and H. H. Miller of Standard Oil; Mr. Grim, and Bill Schoening, Standard Minneapolis Div.

GETTING together during Georgia Radio Institute at U. of Georgia are (l to r) W. R. Ringson, WRDW Augusta; Richard Shafto, WIS Columbia, S. C.; A. D. Willard Jr., NAB exec. v.p.; Allen Woodall, WDAK Columbus, Institute chairman.

WHHM

is happy to announce

the appointment of

INDEPENDENT METROPOLITAN SALES ★

as national sales representatives

★ INDIE SALES

- **JACK KOSTE,** *President*
  55 West 42nd Street
  New York 18, N. Y.
  LOngacre 3-6741

- **JACK MULHOLLAND,** *Manager*
  75 East Wacker Drive
  Chicago, Illinois
  ANdover 3-7169

WHHM

INDEPENDENT - - BUT NOT ALOOF

Memphis, Tennessee

Patt McDonald, Manager

• Member AIMS

for profitable selling—
INVESTIGATE

WDEL
WILMINGTON
DEL.

WGAL
LANCASTER
PENNA.

WKBO
HARRISBURG
PENNA.

WORK
YORK
PENNA.

WRAW
READING
PENNA.

WEST
EASTON
PENNA.

Represented by
ROBERT MEEKER
ASSOCIATES
New York • Chicago
San Francisco • Los Angeles

STEINMAN STATIONS

Feature of the Week

RADIO has gone fishing, at least in the High Banks Resort area at Lake Winnebigoshish in Minneapolis, Minn., where fishermen may now broadcast their luck from boat to boat.

The new approach is the brain child of Jim Beloungy, sports-minded chief engineer at WCCO, CBS outlet for the Twin Cities. Mr. Beloungy introduced the innovation on the opening of Minnesota's fishing season when he equipped each of four boats with a "handie-talkie" shortwave Motorola set for communication among members of the expedition.

When one group was more successful in landing a large catch, its members immediately radioed other groups on type of bait used, depth of lure and the extent of activity of fish in any one area. Thereupon, all would converge where fishing proved best. In addition, another handie-talkie was set up back at camp headquarters to spread the good word about "chow" and refreshments.

Members of Mr. Beloungy's party included Russ Person, another WCCO engineer, and Bob Davis, in charge of sale and distribution

Mr. Beloungy (on shore) shortwaves to Mr. Davis in canoe.

* * *

of Motorola shortwave equipment in Minnesota. To carry the idea through, Messrs. Beloungy and Davis had to obtain permits for the

(Continued on page 61)

On All Accounts

OUR geography books tell us that Hibbing, Minn., is famous for having the largest open-pit iron mine in the world. What they neglect to tell us, however, is that Hibbing, Minn., also is the birthplace of Frank Ryhlick, radio and television director of Ross, Gardner & White Adv., Los Angeles. Frank, being a modest fellow though, doesn't mind the oversight.

For he's making a pretty good name for himself in the television annals of Los Angeles. In his present position since 1947, Frank now personally handles radio and television for General Electric Supply Corp. and Hotpoint Appliance Dealers in Southern California and Arizona area, both currently running radio and television spots on Los Angeles and San Diego stations; radio for Silverwood's (department store); special television campaigns for See's Candy; television for King's Tropical Inn French Dressing, Los Angeles, currently on two local TV stations.

In addition, he supervises both media for Jaclane of Calif. women's coats and suits; Gibson & DeVore Appliance Co., Los Angeles, sponsoring half-hour weekly *Picture Album* on KLAC-TV that city; Harbor Boat Building Co. (Special television spot campaign recently in Los Angeles, advertising their $22,500, forty foot harbor power cruiser, resulted in eight direct sales.)

Another of his agency chores is editing their monthly *Video Digest* started in 1947 and distributed to 2,000 clients, prospective clients and assorted business men in the trade.

FRANK

Frank first joined the agency in 1946 as account executive. His first account, Snowden Chemical Co., Modesto, Calif. (fire extinguishers), was, according to him, the first company of its kind to use television. A six months' campaign of two minute films weekly on KTLA (TV) Hollywood demonstrating the use of a home fire extinguisher had such good results that the company went into the manufacture of one pound consumer units for home use.

His first inoculation with the television bug came in 1941 when he looked in on and later assisted with experimental telecasts on WBKB (TV) Chicago while in the city on a news assignment. Station was adapting wartime plays

(Continued on page 61)

for
NETWORK
CALIBRE
PROGRAMS

... at local station cost

See your station representative or write

LANG-WORTH
feature programs, inc.
113 W. 57th ST., NEW YORK 19, N. Y.

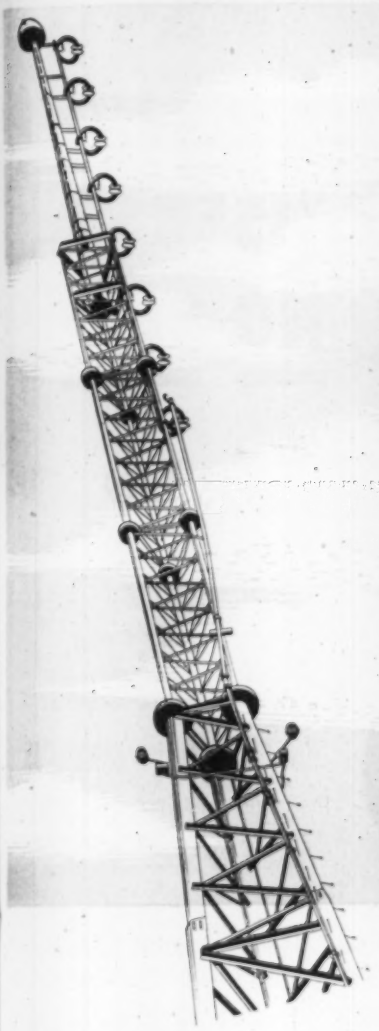
97,410
RADIO HOMES

KMLB
MONROE, LOUISIANA

The station with more listeners in Northeastern Louisiana than all other stations combined!

5,000 WATTS DAY
1,000 WATTS NIGHT

National Representatives
AMERICAN BROADCASTING CO.



WEAW-MF's 37M-8 eight-bay antenna

WEAW-FM's 737A "5 kw" transmitter

Nominal power rating: 5 kw FM ...actually a 6½ kw transmitter

WEAW-FM, Evanston, Illinois, has been radiating 36 kilowatts with the Collins 737A "5 kw" transmitter and the Collins 37M-8 eight-bay antenna shown on this page.

Recently the station's management applied to FCC for permission to increase its effective radiated power from 36 to 45 kilowatts.

This increase can be made without buying a more powerful transmitter . . . without even using all the power of which the present transmitter is capable.

Nominally rated in the 5 kw classification, the Collins 737A is actually a 6½ kw FM transmitter.

Operated conservatively, with a 37M-8 Collins antenna having a gain of 8.3, this transmitter presents plenty of power to the transmission line to cover line loss and furnish the 45 kw of radiated power for which WEAW-FM has applied.

The Collins 737A transmitter with a 4- to 8-bay Collins 37M antenna is your best and most economical equipment with which to radiate FM power in the range of 20 to 45 kilowatts. Write us for literature which will give you more complete information.

FOR THE BEST IN FM, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street
New York 18, N. Y.

458 South Spring Street
Los Angeles 13, Calif.

"MEXICAN JUMPING BEAN" ADVERTISERS? NO SIR!

"Mucho" results keep Cleveland advertisers from jumping around from station to station. They stay on WHK . . . where they reach the largest audience at the lowest (Network station) rates! A detailed survey for one advertiser proved that after only three months on WHK, the consumer purchases had gone up 17% and wholesale purchases had gone up 30% . . . so you see there is a reason why . . .

IT'S MUTUAL IN CLEVELAND

THEY *STAY* ON

WHK

The Paul H. Raymer Co.
National Representative

BROADCASTING
TELECASTING

Vol. 36, No. 22 WASHINGTON, D. C., MAY 30, 1949 $7.00 A YEAR—25c A COPY

VIDEO STANDARDS SHOWDOWN

Freeze End in 1950?

By RUFUS CRATER

IN A forward-looking plan which revived and injected the color question on a clearly limited basis, FCC last week consolidated all its major television problems into one proceeding and planned combined VHF-UHF hearings to start in late August.

The Commission made clear that it would like to provide for color television—but only on condition that it won't discommode black-and-white and that present set owners won't have to pay too much for conversion.

The announcement came Thursday in a public notice which also:

● Disclosed plans to use the lower half of the 470-890 mc UHF band for regular 6-mc television, reserving the upper half for video experimentation.

● Set up a time table looking to a final decision on the combined UHF-VHF allocation by "late fall," conceding that the current VHF freeze can't be lifted before then but emphasizing that the decision will resolve a lot of other problems too.

● Promised within about six weeks to release its proposed new rules covering both "the contemplated use of channels in the UHF band" and "a revised allocation table for the present VHF band." These will be the subject of the late-summer hearing.

Meanwhile, it was learned that on the question of VHF co-channel separations—a fundamental problem in the current freeze—the Commission is disposed to favor 225-mile spacings, as compared to the 150-mile separation which has been the goal not always achieved in current allocations.

The Commission's announced plan to open up approximately half of the 470-890 mc area gave credence to this report. Half of the UHF area would amount to about 30 or 35 channels of 6-mc width. With that many to complement the present 12 VHF channels, observers pointed out, spacings could be substantially wider than at present and still permit a sizable increase in the number of stations available.

FCC's tentative time table called for announcement of the hearing issues in about six weeks from last Thursday, which would be around July 7. Some 30 days would then be allowed for submission of comments and alternative proposals, with the hearing following within 10 days or two weeks. Oral argument would come two weeks after the hearing, and the final decision would then be given "priority consideration."

Although the announcement contemplated a decision in "late fall," many authorities felt it would be much later. Their estimates ranged from "the first of next year" to "the middle of next year," depending upon the as yet unpredictable length of the hearing. Many observers had felt the "freeze" question alone could not be settled before late fall, and that the addition of the UHF and color questions would vastly delay the decision.

Meanwhile a proposal to deprive television of five 6-mc channels in the UHF region was set for argument during the forthcoming hearing. On the basis of a petition by Bell Telephone Labs, FCC added an issue on "whether there should be an allocation of the band 470-500 mc to multi-channel broad-band common carrier mobile radio operation in lieu of television broadcasting.

No Active Advocates

Revival of the color question came at a time when color has no active advocates so far as immediate use is concerned.

CBS, which lost its fight for commercial operation of its mechanical color in early 1947, and which is known to have a 6-mc electronic color plan now but is not actively campaigning for it, had no comment on the FCC announcement.

Neither did RCA, which favored its own electronic color system in opposition to the CBS plan in FCC's 1946-47 hearings. Television Broadcasters Assn. and ABC similarly withheld their observations.

Praise for FCC's move, however, came from Allen B. DuMont Labs, radio-television manufacturer and TV network operator. Said President Allen B. DuMont, who urged allocation of UHF for black-and-white in last fall's high-band hearing [BROADCASTING, Sept. 27, 1948]:

I am extremely gratified to see the FCC initiate the first concrete action of removing the last deterrent to full-scale nationwide television on a truly competitive basis.

The Commission's attitude with regard to color is the only possible intelligent approach. This color proposal eliminates the fear of obsolescence. The FCC undoubtedly realized that each day's delay in reaching a final solution to this problem postpones the opportunity for employment for hundreds of thousands of people in this potential multi-billion-dollar television industry.

Sen. Ed C. Johnson (D-Col.),

(Continued on page 24)

THORNBURGH TO WCAU

Joins Aug. 1

APPOINTMENT of Donald Thornburgh, CBS Western Division vice president, as president and general manager of WCAU Philadelphia was announced Friday by Richard W. Slocum, general manager of the *Philadelphia Bulletin*, which owns the WCAU AM, TV and FM properties.

Mr. Thornburgh, who assumes his new duties August 1, succeeds Dr. Leon Levy, president and co-founder of WCAU, who relinquishes day-to-day operation but will continue, with his brother Isaac D. Levy, on the board of directors. The Levy brothers are substantial stockholders in CBS and also serve on its board.

Dr. Levy will remain in the WCAU presidency until August 1 but is expected to spend considerable time away from Philadelphia. In July he probably will be on the West Coast and will counsel with his successor.

Appointment of Mr. Thornburgh's successor in Hollywood is expected to await the return to this country of Frank Stanton, CBS president, now tentatively set for June 13. Mr. Stanton has been vacationing in Europe.

West Coast responsibilities of CBS were recently separated, with the appointment of Arthur Hull Hayes as vice president in San Francisco and station manager of KCBS (formerly KQW). The importance of television in West Coast operations may result in further segregation of duties.

Mr. Thornburgh has been the CBS Western Division vice president for the past 13 years—the only executive to hold that position. He joined the network in 1930 in Chicago as a salesman. In 1935 he became assistant to H. Leslie Atlass, vice president and Central Division manager.

Mr. THORNBURGH

Appointment of Mr. Thornburgh ended a search of several months by Major Robert McLean, president and publisher of the *Bulletin* and chairman of WCAU Inc., Mr. Slocum, and Dr. Levy for the latter's successor. A number of top-flight broadcast executives had been interviewed for the position. Mr. Thornburgh's selection, it is understood, stemmed from a desire on his part to work in the East and the desire of the *Bulletin* organization to obtain the services of an outstanding broadcaster versed both in television and in sound broadcasting.

It is understood the WCAU presidency will pay in the neighborhood of $50,000 annually, under a three-year contract. Mr. Thornburgh has been in the same approximate bracket.

Mr. Thornburgh was in the East during the week of May 17 and conferred with executives of the

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TV Timetable (Technicolor, Too) . . . AN EDITORIAL

TELEVISION is as sensitive as it is dynamic. Any mention of new allocations—let alone a suspicion that color TV might be "around the corner"—sets competitive forces to work. The result usually is confusion on the part of the public, and a consequent depressing effect upon sales of sets.

The FCC, in its infinite wisdom, last week announced a timetable on revised TV allocations, which entails opening of the UHF band, thawing of the VHF freeze, and the multitudinous related aspects which must be covered. It made specific mention of its plans to accommodate color TV in both the low and high bands IF this can be done on six megacycle channels and without rendering completely obsolete the black and white receivers now in use.

It was a bold move. Bold because the FCC has had its fingers burned every time it has mentioned color, or set a deadline.

The timetable indicates late November before the freeze can be thawed. Chances are it will be after the New Year. The FCC felt impelled to proceed in this manner because of the insistent demand from Congress, from manufacturers and from broadcasters seeking to enter TV for an indication as to when there would be an *Open Sesame.*

The freeze was imposed last September because the allocations in the low bands proved an incongruous monstrosity. The new timetable and the broad outline of allocation planning certainly are intended to clear the haze.

Although we look for the worst because of the expletives that will be induced by mere mention of color, we are not unmindful of the spot on which the FCC found itself. There are charges in Congress that color has been suppressed. Most manufacturers and experimentors now contend that it's a rainbow-hued herring. CBS had its color battle two years ago and evidently isn't interested in spending its wherewithal again purely *pro bono publico,*

The FCC doesn't say that color is *here.* It simply makes provision for color *if* it proves feasible, and *if* it can be introduced under black and white standards and "in such a way as to permit reception on the ordinary television receiver with relatively minor modifications."

Those are rigid requirements. The public's investment in the 1,700,000 TV receivers now installed is protected. It means that all receivers now on the market are protected. The public does not have to gamble. Prospective telecasters assume a minimum risk.

Thus, it seems that everything in TV can go forward apace. It is only necessary to *tell that story,* and overtake the innuendoes and the half-truths that will be published or whispered by those who would see TV stillborn even at this late date.

Simple, forthright statements that will allay the public fear of prompt or even foreseeable obsolescence are needed. The task at hand can be done by prudent promotion.

Video Standards

(Continued from page 23)

chairman of the Senate Interstate & Foreign Commerce Committee, who has consistently prodded FCC on the television question, also considered the move "a great step forward."

"I'm very pleased with the Commission's announcement," he told BROADCASTING. "It's what we've been fighting for right along. I'm very anxious to get some action and for FCC to lift the freeze. I hope they lift it by early fall."

He felt the statement with respect to color was somewhat confusing but that, as he understood it, it means "they're clearly going ahead with black-and-white applications in both the VHF and UHF and color will come along later."

Sen. Johnson declined to comment on reports that he had sent a letter earlier to the Bureau of Standards asking for a report on the status of color. The Bureau's K. A. Norton suggested in testimony last fall that the 12 VHF channels be used by Stratovision and that the UHF be devoted to color. FCC's proposal envisions Stratovision as one of the objects of upper-UHF experimentation.

Comdr. E. F. McDonald Jr., president of Zenith Radio Corp. and a key figure in the set obsolescence controversy which started a few months ago, greeted the plan to open UHF and unfreeze VHF as "the best thing that could have happened for the television industry and the public."

He said receivers built by Zenith for the CBS closed-circuit color television demonstration of surgical operations at the American Medical Assn. convention June 6-10 will receive color television "on the same standards that could be transmitted on present television channels or on the new UHF channels, as suggested in the Commission's statement."

With respect to opening of UHF, he said "every television receiver which Zenith has sold to the public has . . . built-in provision against obsolescence."

He said "converters to accommodate single-band television receivers for the ultrahighs will not prove satisfactory" but that "an adapter for reception of color television on existing receivers is entirely feasible and can be provided whenever color-casting transmitters as proposed in the FCC statement are put on the air."

Dr. I. S. Ravdin, director of the Harrison Dept. of Surgical Research of the U. of Pennsylvania Medical School, places the use of color television for surgical demonstrations among the greatest advances in the history of medical teaching. The AMA demonstrations, and a preview May 31 at U. of Pennsylvania, will use equipment designed by Dr. Peter Goldmark, CBS director of engineering research and development, with receivers designed and manufactured through cooperation of Zenith and Webster-Chicago Corp. They are sponsored by Smith, Kline & French Labs, pharmaceutical manufacturer.

Under FCC's plan, if color is authorized then the individual broadcaster will be allowed to choose between black-and-white and color. It would be optional in VHF as well as UHF. The test will be whether color can be "operated satisfactorily within a 6-mc channel in such a way as to permit reception on the ordinary television receiver with relatively minor modifications."

Apparently the task of convincing the Commission that this can be done will lie primarily upon industry. FCC's announcement said only that its forthcoming proceedings "will afford an opportunity for the submission of proposals."

How actively industry will respond to the opportunity is another question. There was relatively little pro-color testimony during last September's session, except as a future development.

FCC's decision to combine its problems and approach them all at once was reached under the acting chairmanship of Comr. Rosel H. Hyde.

Chairman Wayne Coy, who has been the Commission's most prolific commentator on television prospects, and Vice Chairman Paul A. Walker are in Paris attending an International Telephone and Telegraph Conference and were unaware of their colleagues' decision. Before he left, Chairman Coy designated Comrs. E. M. Webster and George E. Sterling, the engineer members, to direct technical work toward a solution.

Hennock Dissents

Comr. Frieda B. Hennock dissented from issuance of the announcement, feeling that it was "premature," might cause uncertainty in the minds of the public, and should have been avoided from the standpoint of orderly procedure.

While the announcement apparently went too far for Comr. Hennock's satisfaction, there was speculation that it did not go far enough for Comr. Robert F. Jones. He has been the Commission's most outspoken advocate of early color television.

"I am one Commissioner who believes color television is not for the next generation or the next five years," he said in a public address six months ago. "I think it is not necessary to wait for perfection before launching a new service."

That speech came a few weeks after he had watched a demonstration of the CBS color systems, which reportedly include both electronic and sequential 6 and 12 mc methods [BROADCASTING, Nov. 1, 1948].

FCC's anouncement did not indicate whether VHF and UHF assignments would be made in the same communities, but Chairman

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Drawn for BROADCASTING by Sid Hix

"Yes, the bank has just promoted me to account executive, thanks to you gentlemen."

STATION TAX THREAT

Little Rock Ruling Explosive

By J. FRANK BEATTY

THREAT of a nationwide epidemic of local taxes on broadcast stations faces the industry. This prospect arises from an Arkansas Supreme Court decision upholding Little Rock's city tax on radio stations.

By some fancy juridical dancing and evasion of the U. S. Supreme Court's long-established radio tax doctrine, the state court opened the door for all-out local taxation in other areas.

The problem, concededly a serious one, was tossed into NAB's lap last week by the two Little Rock stations that fought the case—KGHI and KARK.

At the weekend NAB had not announced whether it would enter the case. Don Petty, general counsel, was expected to take up the matter with NAB President Justin Miller.

The Arkansas court's ruling upholds an ingenious detour of broadcasting's accepted status as an essentially interstate business, a tax device credited to Thomas J. Gentry, city attorney of Little Rock.

Last Dec. 3 Mr. Gentry advised other city authorities they could get around the interstate exemption granted broadcasting by placing a privilege tax "on the business of generating electromagnetic waves for radio broadcasting." This is based on the theory that generation of electrical energy is taxable.

Mr. Gentry made the statement at a meeting of the National Institute of Municipal Law Officers, in Washington. The institute serves 500 cities.

The Gentry tax formula was adopted over a year ago by the Little Rock city council. The tax was challenged by Little Rock stations and the Pulaski Chancery Court, First Division, held the levy invalid. The city appealed to the Supreme Court of Arkansas, which reversed the lower court and upheld the tax in an opinion delivered last Monday by Judge George Rose Smith.

Holt Dissents

Judge J. S. Holt dissented from the court's ruling, pointing out flaws in the majority opinion that legal observers believe will provide the basis for a U. S. Supreme Court appeal.

KGHI and KARK indicated last week that the problem is now in the lap of the NAB. They contend the association should enter the case at this point, absorbing the cost of an appeal to the U. S. Supreme Court. Unless the case is appealed, they warn that cities everywhere are likely to snap up the Arkansas decision as precedent for local radio taxes.

G. E. Zimmerman, vice president and general manager of KARK, said after conferring with counsel that the station is not going to incur additional expense in taking the case to the U. S. Supreme Court. "We feel NAB should carry the ball from here because of the great national importance of the case," he told BROADCASTING last week.

"The court's decision opens the way for every city to tax stations, and there's nothing to prevent a city from doubling the tax every week.

"We don't object to the amount of the tax but we deny that the city has the right to impose it. This is the foot in the door. Cities can impose taxes to suit their whims as a result of this decision, and they might put the bite on 50 kw stations in a big way.

"KARK and KGHI have borne the load this far and now consider it an industry problem. NAB should take over the case, even if it's necessary to call a special board meeting or to assess all member stations a small amount to finance an appeal. The association should not let the industry down."

S. C. Vinsonhaler, general manager of KGHI, told BROADCASTING: "States and cities are getting tax crazy. We were surprised at the ground on which the majority opinion was written—far off the point. Now it's up to NAB to take over the fight in the interest of all broadcasters.

"Our participation in the case has been very expensive, with a hearing in chancery along with briefs and lawyers fees. We have 15 judicial days within which to ask for a rehearing and are willing to file the necessary petitions.

"I withdrew from NAB some years ago because it didn't do enough legislative work. Here's an opportunity for the association to perform a service for the whole industry."

Institute Comments

At the National Institute of Municipal Law Officers headquarters in Washington it was stated that the institute is glad when any city can solve any of its financial problems. Most cities are operating at terrific losses, it was explained. The institute serves as an information and legal clearing house for city attorneys. Institute officials hadn't read the decision and did not wish to comment, nor would they indicate whether the organization would enter into Supreme Court proceedings.

The Arkansas tax case was discussed Thursday at a meeting of the Virginia Assn. of Broadcasters, held at The Tides Inn, Irvington,

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NEW slate of officers for the coming year was elected by the Radio Executives Club of Boston at the final 1948-49 meeting May 20 at Boston's Copley Plaza Hotel. Named to posts are (l to r): Elmer Kettell, Kettell-Carter, secretary; Nona Kirby, WLAW Lawrence regional sales manager, first vice president; Craig Lawrence, general manager of WCOP Boston, president; William B. McGrath, WHDH Boston managing director, retiring president; Jan Gilbert, radio-TV director at Harold Cabot & Co., treasurer, and Edmund Shea, James Thomas, Chirburg Co. radio-TV director, second vice president.

GARDEN RADIO

Guild Rejects Rights Percentage

NEW YORK Boxing Managers Guild, acting for its members and their fighters, last week began punching for 50% of the income from television and boxing at Madison Square Garden.

They parried an offer by the Garden which, it is said, would have given a sliding scale better than the present cut, but nothing like the 50% demand.

Last year the managers television shares were said to be about 25% of such income, or about $31,000. The managers then dealt with 20th Century Sporting Club which now has been taken over by the Garden.

The guild's video battle is being masterminded by Arthur Garfield Hays, its attorney. He is attempting to establish a new theory in video-ring relations. That theory is, if the promoter staging a bout gets any video income, the boxer and, therefore, his manager, must participate.

Promoters around the country generally have been of the feeling that a boxer shared the gate—period. Television and radio emoluments were in the nature of a bonus for the promoter, alone, if he was smart enough to sell such rights.

In the video ring battle, these were the major developments of the week:

1. One bout was cancelled because the guild and Garden failed to agree on the video problem. Gillette Razor, through Maxon, would have sponsored the telecast.

Another bout, the World Welterweight fracas between Titleholder Ray Robinson and Kid Gavilan ran into a snag over video rights, with both fighters refusing to sign the standard contract giving the Garden the video rights.

2. The guild itself, at its meeting turning down the Garden offer, was warned that if it struck against the Garden it might be liable to action under New York state's own anti-trust laws.

3. Negotiations between the Garden and Gillette, through Maxon agency, for the next year's radio and video rights were said to be progressing slowly. The present contracts, expiring May 31, were said to involve more than $400,000.

It was the Enrique Bolanos-Billy Graham fight scheduled for June 3 which was cancelled. When that was announced, New York *Herald Tribune* called the guild-Garden tiff "The new television cold war."

The managers, about 60 coming together in secret meeting, voted to continue their fight—as individuals and not as a group, having heed for the anti-trust violations that group action might entail. They empowered Mr. Hays to represent them individually in further negotiations with the Garden, meanwhile contending that collectively they were just a social group.

The Robinson-Gavilan balking was an unexpected development because it was believed that the Managers Guild had put its okay on their bout. Under that deal Robinson was to get 40% and Gavilan 17½% of everything—gate, radio and television. The managers, it was believed, had put their blessing on that match because, though held under Garden auspices, it was being held at the Polo Grounds and was separate from the Garden's

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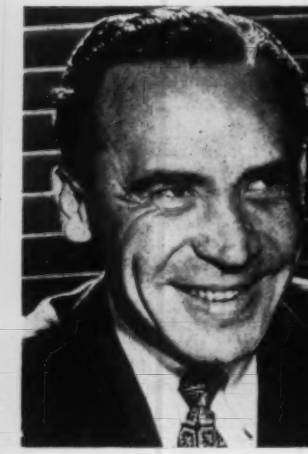
FRANK SAMUELS

Named ABC Vice President



Mr. SAMUELS

FRANK SAMUELS, general manager of the ABC Western Division, last week was elected a vice president of the network, following a meeting of the ABC board of directors.

Mr. Samuels joined ABC in June 1943 as an account executive, becoming Hollywood sales manager in November of the same year. A year later he was named Pacific Coast sales manager.

From January to mid-March of this year, when he was named general manager of the network's Western Division, Mr. Samuels acted as its head.

Before joining ABC, Mr. Samuels was successively a member of the sales staff of the former Omaha *News Bee*, a member of the staff of the Chicago newspaper representative firm of Arthur H. Hagg Assoc., and an account executive with Central States Broadcasting.

NAB COMMITTEES

Meet Four Times in June

FOUR meetings of NAB committees have been scheduled during June by C. E. Arney Jr., NAB secretary-treasurer (see committee membership story page 29). The meetings follow:

June 3—Assn. of Women Broadcasters Executive Committee (previously announced).

June 6—NAB board membership subcommittee headed by Gilmore N. Nunn, WLAP Lexington, Ky.

June 7—FM Executive Committee.

June 20—Employe-Employer Relations Executive Committee.

All meetings are slated for Washington headquarters of the association.

Calling of the board membership group follows board mandate last month in Chicago that specific plans be drawn up for a nationwide drive to obtain new members.

Tentatively scheduled late in the month is a meeting of the Broadcast Advertising Bureau Policy Committee, to be followed by a two-day session of the Sales Managers Executive Committee.

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, April 30 278
Number of network commercials starting during May 1
Number of network commercials ending during May 10
Number of commercials on the four nationwide networks, May 31 269

May Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Lee Pharmacal	Arthur Godfrey	CBS	Mon.-Fri. 10:15-10:30 a.m.	Dancer-Fitzgerald-Sample

May Cancellations

Armour & Co.	Hint Hunt	CBS	Mon.-Fri. 4-4:25 p.m.	Foote, Cone & Belding
Ferry-Morse Seed Co.	Garden Gate	CBS	Sat. 9:45-10 a.m.	MacManus, John & Adams
Williamson Candy Co.	True Detective	MBS	Sun. 4:30-5 p.m.	Aubrey Moore & Wallace
Benj. Moore Paint Co.	Your Home Beautiful	MBS	Sat. 10:30-10:45 a.m.	St. Georges & Keyes
Elgin-American Div. Illinois Watch Case Co.	Groucho Marx	ABC	Wed. 9:30-10 p.m.	Weiss & Geller
Standard Oil Co. of Calif.	Standard School Broadcast	NBC	Thurs. 10-10:30 a.m.	BBDO
RCA	RCA Victor Show	NBC	Sun. 5-5:30 p.m.	J. Walter Thompson
Procter & Gamble	Red Skelton	NBC	Fri. 9:30-10 p.m.	Benton & Bowles
Procter & Gamble	Life of Riley	NBC	Fri. 10-10:30 p.m.	Benton & Bowles
John Morrell & Co.	Lassie	NBC	Sat. 5:15-5:30 p.m.	Henri, Hurst & McDonald

May One-Timers

Stanley Home Products Inc.	Choral Festival	ABC	May 1, 3:30-4 p.m.	Direct
Textile Workers Union of America	From Where We Came	ABC	May 14, 8:30-9 p.m.	Furman, Feiner & Co.
Perfect Circle Piston Ring Co.	Memorial Day Speedway Classic	MBS	May 30, starting 11:45 a.m.	Henri, Hurst & McDonald

FLY GIVES VIEWS ON AM-FM 'DOOM'

Takes Exception to Aylesworth Article in 'Look'

EXCEPTION to Merlin H. (Deac) Aylesworth's contention that television has sounded the death knell for sound radio has been taken by James Lawrence Fly, former FCC chairman and now member of the law firm of Fly, Fitts and Shubruk.

Mr. Fly's lengthy letter in the June 7 issue of *Look* magazine is in answer to the former NBC president's article in the same publication [BROADCASTING, April 18].

The New York lawyer admits that the seer record of former FCC chairmen is not of the highest order—"In 1946 Charles Denny predicted FM would replace AM in two or three years. In 1947, silence. In 1948 Wayne Coy predicted the same result in 1949. . . ."

However, he points out that Mr. Aylesworth's full logic applies only to the larger cities, which he describes as "neither the 48 states nor typical of them."

"The big networks and equipment manufacturers have generously Santa Claused New York TV losses," Mr. Fly writes. "They cannot do this for the whole nation. Further, it will be about four years before coaxial cables . . . connect our coasts . . . in mere skeleton form."

The former FCC chairman, pointing to video drawbacks, contends 86% of the video sets are concentrated in the 10 largest cities; stresses "recurring logjams" on TV frequency allocations; cites the high cost of telecasting in equipment and programming.

Then, granting TV prosperity in New York, Mr. Fly nevertheless points to basic characteristics of the viewer—"he must make a date with TV, while radio is more commonly incidental or background."

The one-time FCC member concedes that TV is here to stay and that it will grow into a dominant force. However, referring to aural radio sets, he adds, "You'll use it for a long time to come."

"The only logical conclusion is that TV will cause the cutting of one more slice from the total pie of public diversion. No slice will be lost. Which may be affected by TV is uncertain."

SCBA OFFICERS

Beaton Re-named President

WILLIAM J. BEATON, general manager of KWKW Pasadena, Calif., has been re-elected president of the Southern California Broadcasters' Assn. for the third successive year.

Also re-elected for a third term as vice president was Ernest L. Spencer, president and general manager, KVOE Santa Ana. A. E. Joscelyn, director of KNX Hollywood and Columbia Pacific Network, was elected secretary-treasurer.

Re-elected as board were Calvin J. Smith, manager KFAC Los Angeles; Robert O. Reynolds, manager KMPC Los Angeles; Harry Witt, general manager KTTV (TV) Los Angeles; Jennings Pierce, NBC Hollywood manager of station relations and public affairs and education.

Coincident with new administration June 1, association will move to new offices at 6253 Hollywood Blvd., under supervision of Robert J. McAndrews, recently named managing director, and Arlette Bartley, assistant.

BMB BACKING

AAAA Loans $15,000

AMERICAN ASSN. of Advertising Agencies agreed last week to lend Broadcast Measurement Bureau $15,000 toward BMB current operating expenses.

The loan agreement, announced Thursday by Frederic R. Gamble, AAAA president, stipulated the same terms that were attached to the NAB's loan of $75,000 to BMB. The loans will be used to pay current operating expenses of BMB, and NAB will remain in administrative control of BMB as long as the loans are outstanding.

The AAAA advancement of the $15,000 loan entails the cancellation of a commitment by AAAA to underwrite $15,000 of the tax fund contingent of BMB. AAAA, the NAB and others had guaranteed to ante up in case BMB were declared a taxable business by the Bureau of Internal Revenue.

Repayment of the AAAA's $15,000 and the NAB's $75,000 loans by BMB are to be in proportionate steps. Under the present waiver plan for BMB subscribers, more than 400 stations have waived the 90-day cancellation clause in their subscription contracts, thus assuring their payments through June 1950. If enough waivers are obtained, subscriptions funds will be adequate to repay the operating capital borrowed from AAAA and NAB, it is believed.

In an official statement issued with the AAAA announcement of its loan agreement, Dr. Kenneth H. Baker, NAB director of research, who is on loan to BMB as its acting president, said the agreement was "renewed evidence of the importance attached to uniform audience data by the advertising agencies of the nation."

"We are confident," said Dr. Baker, "that the second BMB study will prove to be the most valuable document of its kind yet prepared for broadcasters and those purchasing the medium."

AVCO REPEAL

Oral Argument Date Set

ORAL ARGUMENT was scheduled by FCC last week for June 27 on the Commission's proposed repeal of the Avco rule and institution of new regulations whereby changes in AM, FM and TV fields would have to be advertised.

FCC's proposed changes in the procedure for filing and handling broadcast applications were announced in February [BROADCASTING, Feb. 28]. FCC in repealing the Avco rule would still require advertising of station sales in local papers but would do away with provisions whereby competing bids could be filed for the facility involved. Other new provisions would provide for advertising of new station requests and changes in local papers and on local stations and establishment of cut-off dates for filing of mutually exclusive applications.

CUTTING OVERHEAD

Station Costs at All-Time High

By RICHARD P. DOHERTY
DIRECTOR
NAB Employe-Employer Relations Dept.

THE ECONOMICS of successful operation is the same in radio as in every other field of private business. First, you must have a product or service which the buyer wants. Second, you must attract buyers to your product or service, through constructive merchandising, promotion and selling techniques. Third, you must produce the product or service under cost conditions which will allow for an equitable margin between income and expenses.

Income and costs are the two blades to the profit scissors. It is not the independent action of either blade, but rather the related action of the two blades, which determines the nature and magnitude of the last line in the profit and loss statement of a business.

FOR the first time broadcasters are able to analyze their current operating costs on the basis of industry experience as a result of an NAB industrywide survey. A nationally known economist as well as labor specialist, Mr. Doherty takes these revealing figures and offers stations solutions to their overhead problems at a time when high costs provide one of management's most serious headaches. The material in this article was reviewed by Mr. Doherty last Thursday in an address to the Virginia Assn. of Broadcasters.

It is axiomatic that as profits nose-dive and shrink to thin, border-line levels (or cease to exist at all) an unwholesome spiral of events occur. Such stations can't afford to pay the wages that will attract and hold the better qualified staff members; older equipment is more likely to be retained, because to do so requires less current cash outlay than the purchase of up-to-date efficient equipment; good programming is squeezed out in favor of less costly shows. An inevitable by-product of this chain reaction is the deterioration in staff efficiency and staff morale.

Unlike most fields of endeavor, it costs about as much to operate any given radio station with a relatively high level of broadcast revenue, as with a lower revenue. If you are on the air 18 hours a day it costs about the same to operate whether your income is up or down. Relatively few of your expenses are variable—most radio station cost items are fixed items.

Indeed, for networks which engage entirely in live programming, the actual weekly payroll increases when commercial sponsorship falls off. This arises from the fact that network sustainers, requiring network employes, replace commercial shows on which sponsors and their agencies hire the personnel. The same is true for any individual station over which live commercial programs are originated in fairly large quantities.

Steadily mounting costs have raised the break-even point for virtually all stations—it now takes substantially more revenue to stay out of the red than was true a few years ago. This situation is strikingly emphasized by the fact that in 1948 operating costs absorbed approximately 85 cents out of every $1 of net broadcast revenue for local (small) stations whereas in 1946 total expenses amounted to approximately 78% of revenues and in 1945 to only 76% for this class of stations.

For regional stations, the 1948 operating expense ratio was approximately 80%; in 1946 it was 72% and in 1945, 67%. The same upward cost trend also prevailed among 50 kw stations. In 1948 the ratio of operating expenses to total broadcast revenue was approximately 75%; in 1946, 68%; in 1945, 62%.

Payroll Expense Highest

For all classes of stations, the largest segment of broadcast operating expense was payroll. Some 60-65% of the total cost of operating typical radio stations is accounted for by salaries and wages.

Of major interest to all broadcasters is an analytical survey now in process by the NAB Employe-Employer Relations and Research Department.

This survey will show an itemized breakdown for 1948 of all operating expenses by size of station and by class of station revenue—according to the various areas of the country.

On the basis of preliminary sample results, the ratio of operating expense to total broadcast revenue for certain groups of stations throughout the South Atlantic region (Delaware, Maryland, Virginia, District of Columbia, West Virginia, North Carolina, South Carolina, Georgia and Florida) are as follows:

Station Income Classes	Operating Ratio
Under $50,000	89
$ 50,001 to $75,000	88
75,001 to 100,000	80
100,001 to 125,000	76
125,001 to 250,000	87
250,001 to 350,000	83
$350,001 and above	74

There are only two principal ways to correct an uneconomically high operating ratio (costs divided by revenues). First, a station may accelerate and improve its sales efforts and bring in more revenues. If the end result is a higher revnue, the operating ratio will decline because costs do not rise—either proportionate or at all, in many instances—with given increases in commercial income. Second, the station may examine its total cost structure with the view of reducing its break-even point. Thereby, achieving a greater margin of profit. Obviously, a combination of both approaches will be feasible in many stations.

With the prevailing large number of stations, competition has become substantially keener for the local market's advertising dollar. The broadcasting industry has reached the point where it is imperative that station management devote primary attention to labor costs and to raising the volume of local radio advertising.

Programming Reaps Dividends

Good programs are both a counterpart of, and essential to, commercial sponsorship. Without adequate revenues, a station will find it very difficult to support appealing and high grade programs. Without good programs, the sales department will find it difficult to prove salable listenership.

However, a station's ability to stay solvent and continue as a going concern depends equally on its ability to control costs, and labor costs are the largest single item of operational expense.

The three legs supporting successful station management are: (a) creative programming, tailored to the audience being served; (b) aggressive and vitalized selling, in the hands of a wide-awake sales force; (c) constructive labor relations, which maximize productivity, promote efficiency and preserve a logical ratio between personnel costs and station income.

By and large, the economic solution to effective labor costs is greater service and productivity per man-hour and not reduced weekly or hourly wage scale.

We must start out with the assumption that there are certain tasks to be performed in running any given station. From there we proceed in finding the most feasible formula by which these total tasks may be performed with that minimum number of persons which permits and secures effective and high quality broadcast performance. In virtually no instance should management strive to reduce staff employment to the lowest, irreducible minimum of persons required to "keep the station on the air." It is penny-wise and pound-foolish to sacrifice quality broadcast performance merely for the sake of cutting personnel costs.

Sponsors don't buy time, they buy listeners and a station secures listeners through the one service it provides, namely, programs.

Undoubtedly there are some stations where economy both in staff size and in wage scales has been

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Mr. DOHERTY

VA. MEETING

Competitive Situation Studied

PRACTICAL suggestions on station operation in view of the growing competitive situation facing the industry were given members of the Virginia Assn. of Broadcasters at a two-day meeting that opened Thursday at Tides Inn, Irvington, Va.

Mr. Willard

A. D. Willard Jr., NAB executive vice president, told the Thursday luncheon meeting about specific NAB services for members as well as its contributions to the functioning of state associations. NAB, he reminded, is dedicated to the encouragement of the state association movement. Mr. Willard warned of the danger to all stations of the Arkansas Supreme Court's tax decision (see story, page 25).

Richard P. Doherty, NAB employe-employer relations director, traced the rise in station operating costs, showing how management can operate more efficiently (see article by Mr. Doherty on this page).

Maurice B. Mitchell, director of NAB's new Broadcast Advertising Bureau, discussed plans for operation of the new sales promotion agency. He specifically reviewed NAB's efforts to broaden use of the medium by retailers.

Cocktail party and banquet followed the Thursday meetings. Friday's sessions were to have been held aboard a sight-seeing boat but the plan was dropped because attendance at the meeting was so large—80-odd registered delegates. The Friday agenda included business meeting and election of officers.

Presiding Thursday was John W. New, commercial manager of WTAR Norfolk, association president.

COMMENTATORS

Defamation Mulled

By JOHN OSBON

NEWS commentators and the whole issue of responsibility for defamation by radio, with respect to networks, stations and sponsors, were thrown into sharp focus on a number of fronts last week, with principal storm centers at New York, Washington, D. C., and Tampa, Fla.

Controversy reached fever pitch on Capitol Hill amid tributes to the late James Forrestal, whose death projected ABC Commentators Drew Pearson and Walter Winchell into Congressional disfavor; in New York, where Mr. Pearson, himself, filed suit for libel; and in Tampa where two freelance radio commentators and a station manager were reported drawing state payroll remuneration.

Sharpest criticism in Congress was leveled at Messrs. Pearson and Winchell for an alleged campaign of vilification and abuse against the former Defense Secretary. Previous broadcasts by the ABC commentators, in the light of Mr. Forrestal's death, stirred a hornet's nest of reaction which threatened to have its legislative effects on networks, station and sponsors.

'Irresponsible Elements'

Lashing out at the two commentators were Rep. Clare Hoffman (R-Mich.) and Rep. John Rankin (D-Miss.). And Rep. Hale Boggs (D-La.) scored the "irresponsible elements" of both press and radio in general but identified none by name.

Only last February Congressman Hoffman called for revocation of the license of the American Broadcasting Co. and declared that "over its system Walter Winchell for years, for hire, used his talents for mean and sordid purposes." He had reminded that Congress has given FCC authority to regulate the use of radio and that FCC has power to promulgate and enforce pertinent rules under the U. S. Code.

Referring to Mr. Pearson, Rep. Hoffman indirectly called on Congress to enact legislation "making these cowardly radio commentators subject to suit in the U. S. District Court in the district where the victim lives and the broadcast is heard." He told the House he had proposed such legislation "several years ago."

Sponsors and stations, as well as newspapers, were then taken to task by the Michigan Republican. ". . . The law should make liable to similar legal action, men like Frank Lee, of Danbury, Conn., who is Pearson's sponsor," he asserted. "The radio station where the broadcast originates and the publisher of the paper who prints these libelous articles should also be brought within the terms of such a law."

Rep. Rankin's comments took a similar tack. Mr. Forrestal's death, he stated, has "also aroused, and intensified, the indignation of decent Americans everywhere against those slime mongers of the air whose attacks undoubtedly contributed to his untimely death."

Mr. Rankin did not refer to Mr. Pearson by name.

Shortly after his original House speech, Rep. Rankin introduced legislation which would assist individuals "defamed over the radio or television" in recovering damages. Measure was referred to the House Interstate & Foreign Commerce Committee but has not been assigned to a subcommittee.

Rankin's Bill

Rep. Rankin's bill, he explained Thursday, would render networks, stations and broadcaster-commentators liable to suit, by a person slandered, in the district in which he resides—"at the county seat" —by a law of Congress.

"The people must be protected against these slanders. The Federal Communications Commission is too slow. If it doesn't act, then we must have a law," he told BROADCASTING.

The legislator said such action by Congress would be "for the protection of broadcasters themselves, and is not directed at them or any commentators in particular. If something isn't done, they will find themselves with a lot of suits on their hands. The whole situation of slander by radio must be clarified in the public interest."

He also believes that sponsors should share responsibility with commentators, because the latter act "as agents or representatives for advertisers, who pay out the money for the broadcasts."

In another House speech, Rep. Boggs said that the nature of Mr. Forrestal's death should weigh on those "irresponsible elements of both press and radio who abuse the privileges of liberty of expression . . . in attacking men of character and honor. . . . The most devastating weapons used . . . are the cruel weapons of distorted words." He mentioned no names in what he termed a "campaign of abuse and vilification the like of which I have never heard."

Reps. Hoffman and Rankin inserted in the *Record* articles by Hanson Baldwin, *New York Times* writer, and Westbrook Pegler, Hearst columnist, castigating the two ABC commentators.

Mr. Pearson anounced last Tuesday he had instructed his attorneys to file suit in New York Supreme Court against Mr. Pegler and his syndicate, King Features. Two of Mr. Pegler's columns were the basis for the suit, filed by Greenbaum, Wolf & Ernst, New York law firm, the ABC commentator told the Associated Press.

Summons on King Features

A summons was served on King Features in New York but spokesmen said they had been unable to find Mr. Pegler to serve him. Under New York law, defendants have 20 days to file an answer.

In Washington Columnist Marquis Childs told his readers that "certain press and radio commentators had set out to 'get Forrestal' " and declared that "different" elements of press and radio are leveling a similar attack at David Lilienthal, chairman of the Atomic Energy Commission.

In Tampa, two commentators and a station manager were singled out May 21 by James A Clendinen, state news editor of the Tampa *Morning Tribune*, for being on the Florida state payroll. He named Frank Pepper, president and general manager of WRHP Tallahassee, and Carl Gray and Kenneth Ballinger. Mr. Gray was described as news commentator on a "North Florida radio hookup," while Mr. Ballinger broadcasts on WRHP.

State controller records, according to Mr. Clendinen, showed Mr. Pepper, a brother of Sen. Claude Pepper (D-Fla.), employed during February as part time deputy motor vehicle commissioner, "to help with public relations."

The Associated Press, which carried the story, quoted Mr. Pepper as explaining his work consisted of "public relations and tag inspection on a part time basis and advice and help in preparing news releases and bulletins to officials who cooperate in enforcing the motor vehicle license law." No

(Continued on page 43)

GREY UPHEAVAL

Doyle, Bernbach Quit For New Agency

TWO vice presidents of Grey Advertising Agency Inc., New York, last week left the organization to become members of a new agency. Concurrently the Grey firm underwent a sweeping staff upheaval, with hirings and firings in several departments, including a complete re-organization in radio and television.

Ned Doyle and William Bernbach, both Grey vice presidents, joined Maxwell Dane, until now the head of his own agency, to form Doyle, Dane, Bernbach Inc., with new offices to be opened Wednesday (June 1) at 333 Madison Ave., New York.

Mr. Dane

With them went one of Grey's leading accounts — Ohrbach's, operators of department stores in New York, Los Angeles and Newark, and extensive users of radio—participating sponsors of *Tex and Jinx* on WNBC New York—and spot radio in three cities. Also to the new agency went Bob Gage, Grey's art director for 1949, and Phylis Robinson, a copywriter.

No Policy Clash

According to Mr. Doyle, there was no clash of policy between the Grey agency and himself and Mr. Bernbach. "We wanted to taste our own blood," he said, and believed there was a greater future by ourselves."

At the same time, Jack Wyatt, hired in April by Grey from Cecil & Presbrey Inc., New York, to handle the Ronson account, newly acquired from that agency, swept the Grey radio and television department as clean as the proverbial new broom. Those let out in the re-shuffle were Nelson Shrader, director of radio and television,

Mr. Doyle

Mr. Bernbach

and Charles Lewin, director of radio [BROADCASTING, April 4]. Mr. Wyatt, desirous of hiring his own people, brought in Joseph Bailey, former vice president and treasurer of Louis G. Cowan Inc., as manager of radio and television department. He will report to Mr. Wyatt, whose title changes from that of account executive of radio and TV to that of director of the department.

It was understood that there were differences of opinion between Mr. Wyatt and Mr. Lewin on the handling of Ronson's *Twenty Questions* show (MBS Saturday 8-8:30 p.m.), about which Mr. Lewin had made recommendations before Mr. Wyatt joined the Grey agency.

Mr. Shrader, it was learned, is joining Creative Labs Inc., as a vice president. Mr. Lewin's plans are still undecided.

Among other personnel changes at Grey announced last week were the appointment of Frederick B. Sherman, formerly with Ralph H. Jones Co., Cincinnati, as an account executive, and Bernard Eckstein, with Grey's art department since 1946, as director.

The agency's television activity at present is limited to spot commercials on Ronson and B.V.D. But it was learned that future plans include the possibility of putting *Twenty Questions* on video.

It was expected that such an undertaking would have to await the reality of a Mutual video network, as the show is under contract to that network.

NAB COMMITTEES

Miller Names Assignments

STANDING committees of NAB, serving until the next convention in April 1950, have been appointed by President Justin Miller. About one-third of the membership of committees has been changed, with assignments of board liaison members also revised.

The committee list includes four members who had served on the NAB board within the last two or three years. These are John J. Gillin Jr., WOW Omaha, who heads the Sales Managers Executive Committee; Edward Breen, KVFD Fort Dodge, Iowa, legislative committee; Robert T. Mason, WMRN Marion, Ohio, research committee chairman, and William B. Smullin, KIEM Eureka, Calif., also research.

Absent from the committee list for the first time in several years is the Small Market Stations Executive Committee, which has been absorbed by the Sales Managers group. This committee was abolished after Judge Miller had contacted individual board members, who voted in favor of the consolidation [CLOSED CIRCUIT, May 23].

Merger Explained

NAB explained that consolidation of the two committees was logical in view of formation of Broadcast Advertising Bureau, which formally replaces the Broadcast Advertising Dept. June 1.

Still to be appointed are network advisory members to the labor, engineering, legislative, program, public relations and research committees. They are appointed by the networks. Membership of the Assn. of Women Broadcasters Executive Committee with Katherine Fox, WLW Cincinnati, as chairman, had been announced previously [BROADCASTING, May 9], as had the appointment of board liaison members [BROADCASTING, May 2].

Membership of the special Standards of Practice Committee has not been completed, with the chairmanship still vacant [BROADCASTING, May 16].

The list of committee assignments, except for the AWB and standards groups, follows:

EDUCATIONAL STANDARDS COMMITTEE: Ralph W. Hardy, KSL Salt Lake City, chairman; Dr. Willis F. Dunbar, WKZO Kalamazoo, Mich.; Armand Hunter, WFIL Philadelphia; Judith Waller, NBC, Chicago; Wilt Gunzendorfer, KROW Oakland, Calif.; Mrs. A. Scott Bullitt, KING Seattle; one vacancy.

EMPLOYE-EMPLOYER RELATIONS EXECUTIVE COMMITTEE: Leslie C. Johnson, chairman, WHBF Rock Island, Ill.; C. L. Thomas, KXOK St. Louis; Gunnar O. Wiig, WHEC Rochester; Harold Essex, WSJS Winston-Salem, N. C.; Clyde F. Coombs, KARM Fresno, Calif.; William B. McGrath, WHDH Boston; O. L. Taylor, KGNC Amarillo, Tex. Board liaison: James D. Shouse, WLW Cincinnati, and Calvin J. Smith, KFAC Los Angeles.

ENGINEERING EXECUTIVE COMMITTEE: A. James Ebel, WMBD Peoria, Ill., chairman; R. Morris Pierce, WGAR Cleveland; E. K. Jett, WMAR Baltimore; Oscar C. Hirsch, KFVS Cape Girardeau, Mo.; J. R. Poppele, WOR New York; John H. DeWitt, WSM Nashville; K. W. Pyle, KFBI Wichita, Kan. Board liaison: G. Richard Shafto, WIS Columbia, S. C.; Merrill Lindsay, WSOY Decatur, Ill.

Mr. King

Mr. Mason

Mr. Swezey

Mr. Johnson

Mr. Hardy

Mr. Gillin

Mr. Cott

Miss Fox

Mr. Hartenbower

Mr. McDonald

Mr. Ebel

Mr. Mastin

FM EXECUTIVE COMMITTEE: Cecil D. Mastin, WNBF-FM Binghamton, N. Y., chairman; Matthew H. Bonebrake, KOCY-FM Oklahoma City; Edward A. Wheeler, WEAW Evanston, Ill.; Milton L. Greenebaum, WSAM-FM Saginaw, Mich.; Victor C. Diehm, WAZL-FM Hazleton, Pa.; William E. Ware, KFMX Council Bluffs, Iowa; James M. LeGate, WIOD-FM Miami. Board liaison: Everett L. Dillard, KOZY Kansas City; Frank U. Fletcher, WARL-FM Arlington, Va.

LEGISLATIVE COMMITTEE: E. K. Hartenbower, KCMO Kansas City, chairman; Arthur Westlund, KRE Berkeley, Calif.; Harold Ryan, WSPD Toledo; Harold Hough, WBAP Fort Worth; Paul Miller, WHEC Rochester, N. Y.; Rex Howell, KFXJ Grand Junction, Col.; Edward Breen, KVFD Fort Dodge, Iowa. Board liaison: Clair R. McCollough, WGAL Lancaster, Pa.; Gilmore N. Nunn, WLAP Lexington, Ky.

MUSIC ADVISORY COMMITTEE: Joseph McDonald, WJZ New York, chairman; Julius Brauner, CBS New York; Robert P. Myers, NBC New York; A. G. Meyer, KMYR Denver; Walter Haase, WDRC Hartford, Conn.; Frank White, MBS New York; one vacancy. Board liaison: Campbell Arnoux, WTAR Norfolk, Va.; H. W. Slavick, WMC Memphis.

NAB COMMITTEE OF NAB-RMA JOINT LIAISON COMMITTEE: Everett Dillard, KOZY Kansas City; William Fay, WHAM Rochester; James D. Shouse, WLW Cincinnati; George B. Storer, WJBK Detroit; one vacancy.

PROGRAM EXECUTIVE COMMITTEE: Robert D. Swezey, WDSU New Orleans, chairman; Walter J. Brown, WORD Spartanburg, S. C.; Linus Travers, WNAC Boston; John S. Hayes, WTOP Washington; Wallace Kadderly, KGW Portland, Ore.; William J. Beaton, KWKW Pasadena, Calif.; Wilton E. Cobb, WMAZ Macon, Ga. *NEWS SUBCOMMITTE*: Mr. Cobb, chairman; James L. Howe, WCTC New Brunswick, N. J.; Sig Mickelson, WCCO Minneapolis, Minn. *AGRICULTURAL BROADCASTING SUBCOMMITTEE*: Mr. Kadderly, chairman; Charles Worcester, WMT Cedar Rapids, Iowa; Layne Beaty, WBAP Fort Worth, Tex. Board liaison: Harold E. Fellows, WEEI Boston; George D. Coleman, WGBI Scranton, Pa.

PUBLIC RELATIONS EXECUTIVE COMMITTEE: Frank King, WMBR Jacksonville, Fla. chairman; Ben A. Laird, WDUZ Green Bay, Wis.; Merle H. Tucker, KOAT Albuquerque, N. M.; J. Roy Dabadie, WJBO Baton Rouge, La.; S. C. Fantle Jr., KELO Sioux Falls, S. D.; Victor Sholis, WHAS Louisville; one vacancy. Board liaison, William B. Quarton, WMT Cedar Rapids, Iowa; Kenyon Brown, KWFT Wichita Falls, Tex.

RESEARCH COMMITTEE: Robert T. Mason WMRN Marion, Ohio, chairman; Dr. Charles F. Church Jr., KMBC Kansas City; William R. McAndrew, WRC Washington; Robert E. Summers, WFAA Dallas; Leonard Kapner, WCAE Pittsburgh; William B. Maillefert, WVET Rochester; William B. Smullin, KIEM Eureka, Calif. Board liaison: Charles D. Caley, WMBD Peoria, Ill.; Michael R. Hanna, WHCU Ithaca, N. Y.

SALES MANAGERS EXECUTIVE COMMITTEE: John J. Gillin Jr., WOW Omaha, Neb., chairman; John M. Outler, WSB Atlanta; Gordon Gray, WIP Philadelphia; Eugene S. Thomas, WOIC (TV) Washington; Arthur Gerbel Jr., KJR Seattle; Pete Schloss, WWSW Pittsburgh; Simon R. Goldman, WJTN Jamestown, N. Y. Board liaison: John F. Meagher, KYSM Mankato, Minn.; Robert D. Enoch, KTOK Oklahoma City.

UNAFFILIATED STATIONS EXECUTIVE COMMITTEE: Ted Cott, WNEW New York, chairman; Melvin Drake, WDGY Minneapolis, Minn.; Bob Maynard, WSVS Crewe, Va.; Lawrence W. McDowell, KFOX Long Beach, Calif.; Patt McDonald, WHHM Memphis; Ben Strouse, WWDC Washington; Lee W. Jacobs, KBKR Baker, Ore. Board liaison: Frank U. Fletcher, WARL-FM Arlington, Va.; Glenn Shaw, KLX Oakland, Calif.

TOWER SITES

Proposed Standards Compromised

A COMPROMISE hailed by broadcasting representatives as "very gratifying" was reached by radio and aviation interests last Tuesday in a day-long conference on the proposed new antenna-site standards [BROADCASTING, May 2, 9].

Many existing towers would no longer need be marked and those proposed by many applicants would not have to be given study or approval if FCC effectuates the agreement reached in the conference. Authorities have estimated that the criteria, by showing where towers may be located without the usual clearance, might make specific site approval unnecessary for about 80% of the applications.

If adopted, the standards agreed upon "will relieve broadcasters of many restrictions now imposed," said NAB Engineering Director Royal V. Howard.

Glenn D. Gillett, president of the Assn. of Federal Communications Consulting Engineers, felt the conference gave "a much better basis for solution of our problems, and a better indication of open-mindedness on the part of the aeronautical authorities, than we have ever had in the past."

FCC authorities hoped to start rule-making proceedings on the new standards about July 1. They also revealed that simplified standards on tower painting and marking are in preparation and may be issued at about the same time.

Coupled with the compromise on standards was general agreement on the procedures under which they should be applied. But there were strong doubts that the government's interdepartmental, cabinet-level Air Coordinating Committee, which is given the final word on procedures, would approve these in full.

One of the key expediting procedures—a proposal that power of final approval be given the regional group which passes initially on questionable sites—seemed sure to be vetoed by the military. In that case, some broadcast representatives maintained, much of the value of the plan would be lost.

The proposals evolved during the conference represented a compromise based on an interdepartment committee's original plan, a counter-proposal presented by NAB, and suggestions from the floor.

NAB urged that the original proposal's provision allowing erection of towers up to 500 feet in height without approval (except in specified areas) be changed to 650 feet. Aviation interests showed no inclination to accept this change, but there was hope that some compromise, probably around 600 feet,

(Continued on page 44)

ZENITH TARGET

New FM Set Promotion Backfires Early

ZENITH RADIO Corp.'s latest set promotion campaign, on behalf of its new FM-only receiver "The Major," apparently had started to backfire before it was fully launched.

First, Zenith did little to influence broadcasters by building a $350,000 advertising campaign around newspapers and magazines.

Second, it got at least one squawk from stations that received unordered Major sets, followed by invoices for $27.06 each.

The Zenith promotion fund offers "the best evidence that I know of FM's vitality and maturity," according to Ted Leitzell, Zenith's public relations vice president.

H. C. Bonfig, Zenith vice president, and director of sales, announced that "slightly more than $100,000 is going into national publications, including three large-circulation farm magazines, *Successful Farming, Capper's Farmer* and *Progressive Farmer; Ladies Home Journal; Saturday Evening Post; Coronet*, etc. Cooperative advertising in the amount of $250,000 will be used across the country, chiefly in newspapers. The advertising is being backed up with large-scale dealer promotions."

Mr. Bonfig added that Zenith decided to support the new Major model with a large budget because FM has become firmly established as the outstanding aural broadcasting medium in much of the country and offers the greatest new market for radio receivers the industry has ever known. In many areas FM is virtually the only market for radio receivers."

Zenith's idea of sending unordered Major sets to station drew a red-hot reaction from Guy Runnion, general manager of KXLW and KXLW-FM St. Louis. Mr. Runnion wrote Mr. Leitzell that it did not intend to send back the sets but that the unopened cartons were on the premises where they could be picked up. "Otherwise we shall dump them in the ash heap," Mr. Runnion said.

Comdr. E. F. McDonald Jr., Zenith president, had written stations about the new FM receiver's reception qualities and notifying them a model would be shipped from the first batch coming off the production line. He felt station officials would want to test the set personnaly, according to the letter, and explained they could return it express collect if they desired.

The Major set is named in honor of Maj. Edwin H. Armstrong, FM inventor.

Baird Named

NATIONAL Assn. of Radio Station Representatives has established a Boston Council, Dana Baird, Boston manager of Weed & Co., has announced. Mr. Baird was named chairman of the group. New NARSR council was set up by the directors of the association at a recent meeting in New York offices.

Mr. Baird

ABC PROMOTES LAWS

New Western Sales Manager

ROBERT F. LAWS, formerly sales promotion, advertising and publicity manager of KGO San Francisco, has been named sales manager of ABC's Western Division. Mr. Laws joined the network in April 1944, as sales promotion manager for the ABC in San Francisco.

Mr. Laws

In his new position, which he assumed last Thursday, Mr. Laws is in charge of sales operations for the division, covering AM, FM and TV.

CANADIAN ACE

Fined $4,900 by FTC

CIVIL penalties of $4,900 have been imposed on Canadian Ace Brewing Co., Chicago, by the Federal Trade Commission for violation of a cease and desist order involving the company's use of transcribed singing commercials on five stations, FTC has announced. Penalties were levied May 18 by the U. S. District Court for the Northern District for Illinois.

The court found violation of terms of a modified order, issued by the commission in April 1946, which prohibited the company (Canadian Ace Brand beer, ale) from using the word "Canadian" in the brand name unless accompanying statements "conspicuously and adequately" show the product was brewed in the U. S. The government's complaint alleged that the commercials had failed to comply with this requirement.

Total of 147 violations were noted by the court in its decision. The advertisements were aired on WCFL WENR WIND (all Chicago stations), WRBL Columbus, Ga., and KSEK Pittsburgh, Kan.

The government had asked fines of $5,000 for each violation or a total of $735,000. Terming the violations "not of major importance," Federal Judge John Barnes in Chicago imposed the greatly reduced fines.

Canadian Ace is controlled by Louis Greenberg. Frank J. McAdams, company attorney, argued the violations were not intentional.

FCC Actions

GRANTS for four new AM stations and improved facilities for one existing outlet, plus a proposed decision looking toward another new AM station, were issued by FCC last week. Authorizations for two non-commercial FM stations were announced, and deletions of 14 FM authorizations were reported. FCC also approved five station transfers. Details of these Commission actions are carried in FCC Roundup, starting on page 64.

AM DUPLICATION

'Fatal' to FM—Ware

SUGGESTION by FCC Chairman Wayne Coy in recent speeches that FM stations be forced to duplicate AM programs when facilities are jointly operated, and that FM outlets be required to operate the same length of time as their AM stations, brought a charge from FM Assn. President William E. Ware that the changes would be "a fatal stab in the back" for the FM industry.

"After closely studying the opinion of the FM broadcasters in our organization," Mr. Ware (KFMX Council Bluffs, Iowa) said, "I find the almost unanimous feeling that such proposed regulations would sound the death knell of FM.

"In short, all signs at this time indicate that operators of FM stations are against Mr. Coy's proposals. They feel that these proposals would be fatal to FM broadcasting." Mr. Ware said FM broadcasters in general feel that forced duplication of AM programs on FM would not be in the pubilc interest and added that compulsory fulltime operation would bring financial disaster to many outlets.

FMA polled opinions of FM outlets on Chairman Coy's views. Specific objections of station operators are listed by the association.

Mr. Ware urged Edward C. Obrist, general manager of WPEN and WPEN-FM Philadelphia, to turn in his FM permit if he is "not a firm believer in FM." Mr. Obrist had claimed "few if any" metropolitan operators are interested in FM.

The Obrist comment was part of an exchange of letters with NAB headquarters following WPEN's resignation from the association.

In making his suggestion, Mr. Ware said, "This to me appears a self-admission that you are not interested in FM. And, if you are not, how can you honestly operate WPEN-FM so that the best interests of the public are serviced, as required by the FCC? I am sending a copy of this letter to the Commissioners in hope that they too will realize the significance of my question.

"I understand that there are few if any remaining FM channels available in the Philadelphia area. If you are not a firm believer in FM, why don't you turn in your permit?"

OHIO SUPPORT

Given NAB-BAB Aims

NAB and its new Broadcast Advertising Bureau were urged "to move forward on all fronts to tell the story of radio as an advertising medium" in a resolution adopted Thursday at the 14th annual convention of the Ohio Assn. of Broadcasters, held at Columbus.

Carl George, WGAR Cleveland, was elected OAB president succeeding E. Y. Flannagan, WSPD Toledo. Al Albinger, WCOL Columbus, succeeds Gene Carr, WHBC Canton, as vice president. Fred Bock, WADC Akron, was re-elected secretary-treasurer.

The NAB-BAB resolution was introduced by Robert T. Mason, WMRN Marion, a former NAB director. It commended NAB on creation of BAB.

Topics discussed at a management forum included television, sales, programming, copyright, personnel, news and engineering. Many delegates contended too much attention is being given TV at the expense of AM broadcasting. Growing tendency of high schools to levy fees for coverage of sports events drew station objections as "discrimination" in view of the fact that newspapers are not charged a fee.

C. I. Weaver, president of Ohio Fuel Gas Co., warned of a trend toward "state socialism" and praised broadcasters "for giving service over and above demand."

Prof. James C. Yocum, Ohio State U., editor of *Ohio Retail Analyst*, spoke at the opening session Wednesday noon. He told stations they will have to do a better job of selling next year to maintain gross revenue. Paul Daugherty, of the Ohio Chamber of Commerce, reported on legislation. Some 50 members of the Legislature were guests at the OAB banquet Wednesday evening.

Next OAB meeting will be held in mid-November, probably at Cleveland.

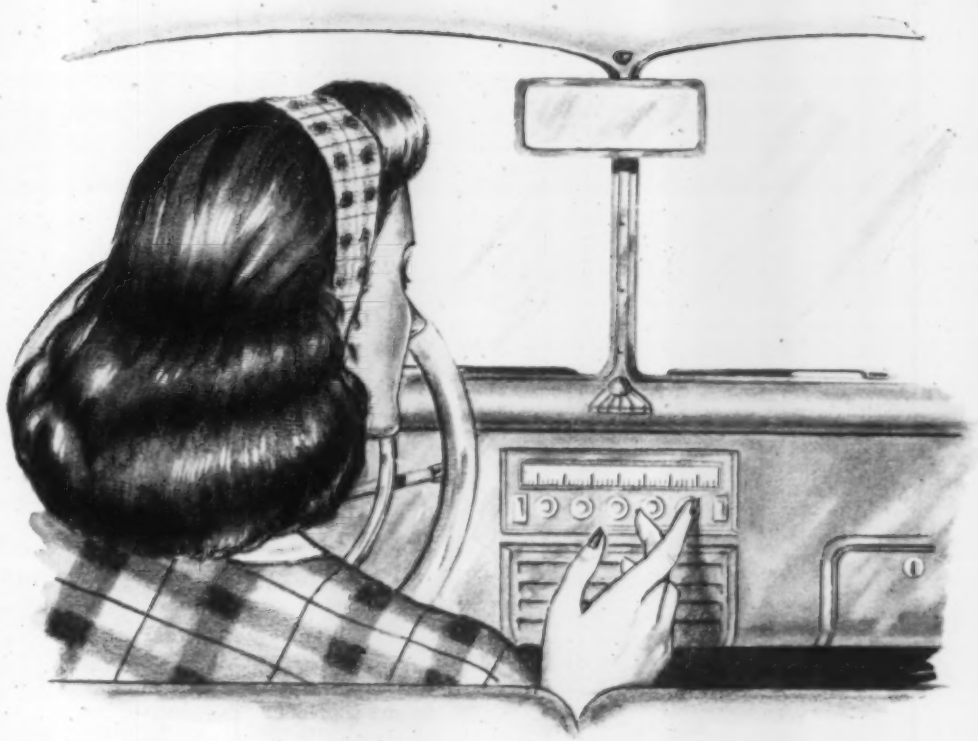
IRAC TO FCC

Shift Is Proposed

A PROPOSAL that the International Radio Advisory Committee (IRAC) be assigned to FCC "for reporting and housekeeping purposes" was recommended by the Hoover Commission on Organization of the Executive Branch of the Government last Thursday in its final report to Congress.

IRAC, which advises the President on governmental allocations, was one of several inter-agency groups which the Hoover Commission felt should be assigned to regulate departments or agencies "to improve overall coordination." Authorities felt such a change would be nominal, since the proposal envisions no revision or reassignment of IRAC functions and since FCC already provides its secretariat.

SUMMERTIME MEANS ADDED LISTENING IN IOWA!



THE fact that 41% of Iowa car owners have radios in their cars* is *especially* significant in the summer.

On long trips, 60.1% of all Iowa car radios are in use "almost all the time" or "quite a bit of the time." On short trips, the remarkably high percentage of 36.6 are in use "almost all the time" or "quite a bit of the time."

These extra ("non-Hooper"!) listeners provide a substantial, year-'round bonus audience in Iowa. *In summertime, this bonus audience may very well increase the total number of listeners, even as compared with wintertime figures. . . .*

Up-to-date, factual information on use of car radios is only one of many extremely interesting subjects covered in Iowa Radio Audience Surveys. They confirm the Survey's 11-year policy of modernizing your old data —"*bringing to light new information not previously gathered.*" Write for your copy today, or ask Free & Peters.

* The 1948 Iowa Radio Audience Survey is a "*must*" for every advertising, sales, or marketing man who is interested in the Iowa sales-potential.

The 1948 Edition is the *eleventh* annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interview of 9,224 Iowa families, scientifically selected from cities, towns, villages and farms. It is universally accepted as the most authoritative radio survey available on Iowa.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

RETAIL SALES *Increase Ad Money 10%, Abrahams Advises*

AN IMMEDIATE 10% increase in advertising appropriations is needed to maintain current sales volume in retail stores, Howard P. Abrahams advised the Syracuse Advertising Club May 23 at Syracuse, N. Y.

Mr. Abrahams, manager, sales promotion division of the visual merchandising group of National Retail Dry Goods Assn., vigorously asserted that satisfactory sales volume in the 1949 buyers' market can't be attained "with 1946's sellers' market advertising percentage expenditures."

"Retailers and manufacturers cannot coast along on the skimpy war and postwar advertising appropriations," he declared.

He explained how he arrived at the conclusion that 10% more money should be appropriated for advertising now. In pre-war 1939, he said, stores in the $2 to $5 million bracket required over 25% more advertising expenditures than in postwar 1946. The 1939 figure need not be matched because retailers have learned advertising efficiencies, making the advertising dollar go farther now than then.

Already alert stores are raising their advertising appropriations, he said, citing one "major retailer" who increased its budget 5% to 7% and declaring he knew others who had gone beyond a 10% increase.

Mr. Abrahams also pointed to a new trend in top sales recruitment —seeking executives of 45 to 50 years of age, men who lived through hard selling periods. Too many retailers have people in important positions who never worked in a competitive era, he said.

As for sales themselves, Mr. Abrahams cited Federal Reserve Board figures showing that department store volume is off only 3% from 1948 for the first five months of 1949. He debunked the effect of the drop, pointing out that "today's plateau" is only 3% under "the amazing all-high retail sales volume performance."

'Lux Theatre' Renews

LEVER BROS., Cambridge, through J. Walter Thompson Co., New York, has renewed *Lux Radio Theatre* on CBS after an unsuccessful attempt by NBC to woo the program to its fold. The Monday night dramatic show, the second oldest CBS commercial program, returns to the network for its 15th consecutive year after a summer hiatus from July 4 through August 22 [BROADCASTING, May 23]. *Lux Radio Theatre* is aired Monday 9-10 p.m. from Hollywood.

LOCAL ADVERTISERS CHOOSE FROM PERSONAL KNOWLEDGE (or Don't Let Hooper* Fool You!)

More local adverti-ers buy more local time on WQUA than on the two other QUAd-City full-time stations combined! And, WQUA's local rates are comparable—often higher than—the local rates of either of its competing 5000 Watt major network (NBC and ABC) stations!

** Local buyers don't agree with Mr. Hooper! We invite your inquiry for national availabilities.*

HERE IS THE RECORD:

	aWQUA	bSta. A	cSta. B	WQUA over Sta. A	WQUA over Sta. B
Total Local Advertisers	120	*53	51	126%	135%
Time Purchased by Local Advertisers:					
Announcements	135	154	108	—12%	25%
** Newscasts & Sportcasts	555	615	285	—10%	95%
** Entertainment Programs	1,045	610	545	71%	92%
** Play-by-play Sports	646	None	None	No Competition	
** Total Program Time	2,246	1,225	830	83%	117%

* *Exclusive of 23 advertisers on a 'promotion-deal'.*
** *In Minutes.*
a—*Average of weeks of 1/30/49-2/6/49.*
b—*Week of 1/30/49.*
c—*Week of 2/6/49.*

"The QUAd Cities' Station" — REPRESENTED BY

WQUA RADIO CENTER MOLINE, ILL. **RAMBEAU**

Bruff W. Olin, Jr., Pres. & Gen. Mgr.

INTERVIEWING Mayor Al Feeney of Indianapolis is Ted McKay (l), program director of WCSI (FM) Columbus. Broadcast was part of the dedication ceremonies for WCSI's new offices and studios in the Crump Theatre Bldg. [BROADCASTING, May 16].

MENGEL CO.

Radio Plan Well Received

DEALER radio campaign introduced early this year by Mengel Co., Louisville, maker of "permanized furniture," is an "effective" sales weapon, according to Lauren K. Hagaman, Mengel's advertising and promotion manager.

Mr. Hagaman said that in a brief period after introducing the broadcast package, "the company received over 300 orders from furniture stores and radio stations. These 60-second commercials are part of the all-inclusive merchandising program to help furniture dealers do a more effective job of selling."

The company has developed a "musical and spoken commercial package" that includes 30-second singing commercials along with fill-in material. Manuals were sent to franchised dealers and stations located in cities where Mengel's line is sold.

Dealers are encouraged by the manufacturer to place the transcribed co-op series on local stations. The double-mailing technique "helps Mengel franchised dealers give more thought to radio advertising and gives radio stations pre-sold leads on hot prospects," according to Mr. Hagaman.

He points out that "repetition is reputation" in his letter to dealers, adding, "Here is an opportunity to get spot commercials, produced by Broadway talent and expert writers, without cost."

Rogers Memorial

IRVING E. ROGERS, president and treasurer of WLAW and WLAW-FM Lawrence, Mass., is donating a memorial in the new science building now under construction at Merrimack College, Andover, Mass. Monument is in memory of his parents, Mr. and Mrs. Alexander H. Rogers. Mr. Rogers succeeded his father, founder of WLAW, when the latter died in 1942, assuming the radio positions and also duties as publisher of the Lawrence, Mass., *Eagle-Tribune*. WLAW operates with 50 kw.

RED FEATHER

Ramsey Heads Radio Work

WILLIAM M. RAMSEY, director of radio for Procter & Gamble, will head the national Campaign Radio Committee for the 1949 Red Feather fund-raising drives, Henry Ford II, national chairman of Community Chests of America, announced today (May 30).

Mr. Ramsey

Mr. Ramsey will succeed M. J. Roche, advertising director of Lever Bros. Co., who served as radio chairman during 1947 and 1948. Appointment of Mr. Ramsey marks a major step in organization plans for radio promotion of the 1949 Red Feather campaigns.

He hopes to better the 1949 record, when cooperation from advertisers, agencies and networks achieved an estimated one billion listener impressions and at least two million visual impressions via television.

Mr. Ramsey already is in process of lining up his supporting committee, which will include representatives of almost all important radio sponsors, advertising agencies and netwroks. A meeting with network presidents and appropriate vice presidents to define radio aims is to be held.

In charge of radio at P & G since 1930, Mr. Ramsey also has been active in Community Chest work for many years. He was a member of Mr. Roche's Campaign Radio Committee last year. He also has been radio chairman of the Community Chest of Cincinnati and Hamilton County for the past eight years.

IRVING WOLFF

Cited by Navy Dept.

DR. IRVING WOLFF, director of the radio tube research laboratory of RCA Labs, Princeton, N. J., has been given the Navy Dept.'s Distinguished Public Service Award for his developments in electronics and radar.

The award was presented by Rear Admiral C. D. Wheelock, deputy chief of the Bureau of Ships. It is the highest given to a civilian by the Navy. Dr. Wolff's work was carried on for RCA. He was not an employe of the Navy.

IF YOU take time to read this ad, then take time to write a letter to Radio Station KTRE, Box 701, Lufkin, Texas, for full particulars on the sales job KTRE can do for you. KTRE . . . the station with three networks.

Bring on the feed bag!

Those upturned noses will turn down fast when the food appears. For these two pups are all set for a big meal.

Are you all set for big, profitable sales in Baltimore? One thing is sure—if you're using W·I·T·H, *you are indeed!* W·I·T·H is famous for producing low-cost results.

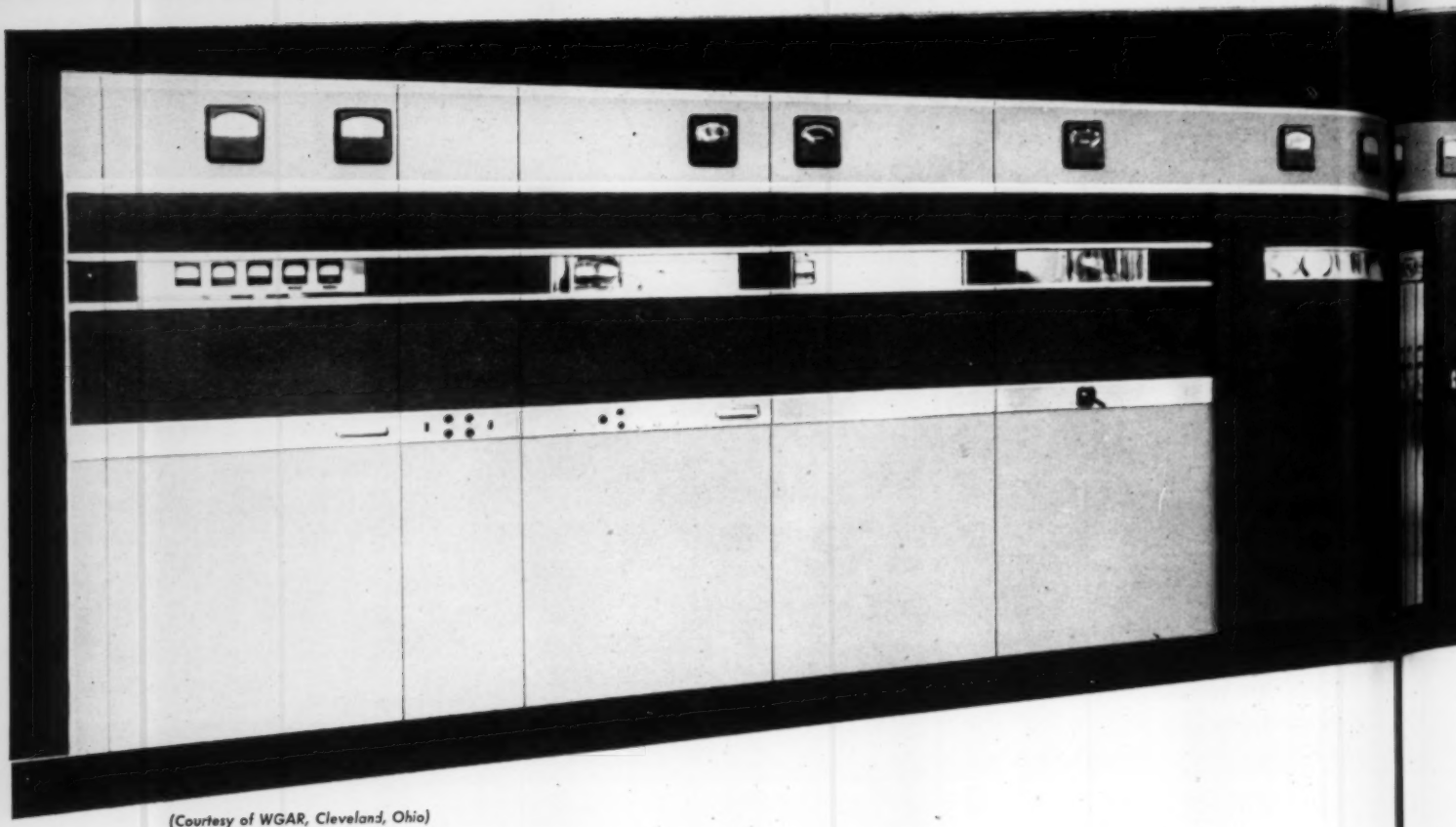
You see, this BIG independent with the BIG audience regularly delivers more listeners-per-dollar than any other station in town. And that means that a LITTLE money will do BIG things on W·I·T·H.

So get set for the tough, competitive days ahead. Get W·I·T·H on your schedule fast. Call in your Headley-Reed man and get the full story today.

W·I·T·H

AM Baltimore, Md. **FM**

Tom Tinsley, *President* · *Represented by* Headley-Reed



(Courtesy of WGAR, Cleveland, Ohio)

Replace your old AM transmitter

with RCA's new 50 kw...

The revolutionary, new power triode RCA-5671. This tube takes about one-third the filament power of conventional triodes used in the older transmitters. It reduces hum modulation below FCC requirements—*even without r-f feedback.*

The two 5671's in the r-f power amplifier and the two in the class B modulator of this 50-kw transmitter save up to *$1200 yearly in filament power alone.*

The finest transmitter ever built . . . the RCA type BTA-50F1. It takes less than 100 kilowatts of power to run it. The supervisory control console is standard equipment!

Today more than 50 RCA "Fifties" have been shipped!

and write off its cost in power savings alone!

It's a fact—as one high-power broadcaster recently discovered to his complete satisfaction. Now, he has replaced his old transmitter with an RCA "fifty" *—and it's paying its way.*

HERE'S WHY.

Using revolutionary new RCA-5671 power triodes that take about one-third the filament power of conventional types, this RCA "fifty" saves up to $1.75 an hour in power savings over former transmitters—*$12,600 a year, based on daily operation at 19 hours a day!*

Many other new design features, too, that add to this $12,000 savings.

For example, only 29 tubes and 11 different tube types—less than half the number used in many present 50 kw's. True walk-in accessibility that assures faster maintenance —and lowers maintenance costs. Ultra-conservative operation of tubes and components—with less chance for outages.

Here is a 50-kw AM transmitter that does away entirely with oil circuit breakers—assures faster circuit protection. Because the BTA-50F1 operates from a 460-volt supply. Control and protection circuits are the most complete of any transmitter designed to date. And its true unified front (an integral part separate from compartment enclosures) facilitates flush-mounting—gives your transmitter room a new, handsome appearance.

Write for the new 28-page brochure about the BTA-50F1. It gives you complete details—including circuits, specifications, floor plans, and full-page pictures showing the remarkable accessibility of this great transmitter.

Dept. 19EE, RCA Engineering Products, Camden, New Jersey.

BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Editorial

Voice of Abrahams

LIKE MANNA from heaven is the suggestion of Howard P. Abrahams, sales promotion executive of the National Retail Dry Goods Assn., that retail stores increase their advertising appropriations by 10% to maintain current sales volume levels (see story page 32).

With sound logic, Mr. Abrahams points out that retailers and manufacturers can't coast on the "skimpy" war and postwar advertising budgets. Stores can't expect to achieve in the 1949 buyers' market the volume of the 1946 sellers' market on the same percentage expenditures.

This is a challenge to radio salesmen to hit their local retail accounts for a chunk of the expanded budgets. There are many program vehicles—locally developed shows plus the extraordinarily high quality of syndicated transcribed schedules now available. And the repeat tie-in on nationally-advertised brands offers a new approach on brand-name selling locally.

Radio is getting far less than its just share of the retail dollar. Mr. Abrahams' 10% proposal should go into every salesman's kit. There are success stories galore on radio in retailing. Recent back issues of this journal cite some of the current sales sagas.

Snobby Lobby

A JOINT Congressional inquiry into lobbying activities is in the works. Senate approval of a House resolution calling for a 14-man inquiry committee—seven from each body—is foreseen. President Truman has given it his blessing.

The probe may be sufficiently far-reaching to embrace radio activity—or the lack of it. There are those in radio who believe registration under the lobbying act is a stigma. Influential members of Senate and House, more in private than publicly, have commented on the failure of NAB President Justin Miller to register under the act. Judge Miller does not feel he is under mandate from his board of directors or the NAB membership to register, but has advised the board he will do so if he is directed.

The committee inquiry should help clear the haze. There has been widespread misunderstanding of the Lobby Registration law since its enactment two years ago. The term *lobby* has been given an evil connotation largely because of the reckless oratory of members of Congress themselves, and even of our chief executive.

The present statute hasn't accomplished its purpose. It is difficult to interpret due to vague language. It takes no account of the lobbying done by agencies of government in favor of or against legislation. Every time a member of the FCC, for example, confers with a legislator, he is, in effect, lobbying.

Is there anything reprehensible about that? Is there anything wrong about the head of the NAB counseling with members of the committees in which radio legislation is handled? Who could be more expert on such matters than the men who specialize?

Maybe it's a matter of nomenclature. If it were called "legislative liaison" or perhaps "contact," possibly much of the onus would be removed.

Little Rock Crusher

THE SUPREME COURT of Arkansas has held valid on occupation tax on radio in Little Rock, establishing legal precedent. Heretofore, the courts invariably have held that radio, as an instrumentality of interstate commerce, is not subject to state or local ordinances and that regulation and taxation therefore is vested exclusively in the Federal Government.

The tax, in itself, appears inconsequential. It is $250 for engaging in intrastate broadcasting business through transmission of "electromagnetic waves." There's an additional $50 tax for soliciting radio advertising within the city. The Supreme Court waived aside the finding of the lower court, which had held the tax invalid.

State and local governments are hungry for new revenue. They will tap every possible source. The Arkansas decision can spread like wildfire. If the same franchise tax were adopted for all municipalities, there would be at stake nearly $1 million of new tribute—what with 3,000 licensed entities on the air.

If the Arkansas action stands, what's to prevent franchise taxes of several times the $300 stipend, or perhaps at so much a watt or kilocycle?

The Arkansas case should be carried to the Supreme Court of the U. S. KARK and KGHI, Little Rock stations which underwrote the state litigation, certainly can't be expected to carry the burden of the petition for Supreme Court review. It is precisely this kind of case that should be prosecuted to the end through the NAB, acting in behalf of American radio.

News Odor

COLUMNISTS and commentators (usually they are both) are taking it on the chin again as a consequence of the tragic death of James Forrestal. Almost simultaneously odoriferous stories broke about news and radio men being on the payroll of Florida state, and about newspapermen on the Illinois state payrolls. There are sinister implications which breed public suspicion and contempt.

Our consistent contention has been that sensationalists of the stripe of Pearson and Winchell are not news commentators or analysts. They constitute talent. They are permitted to do on the air what station and network owners now are precluded from doing. They editorialize; they condemn and they rant.

These developments have opened another Pandora's box of Congressional assaults upon radio. Despite the libel and slander laws, renewed demands are made to subject the commentator, the sponsor and the stations (which, save for the originating station have no control over content) equally liable for damages.

Following the Illinois state payroll disclosure, the American Society of Newspaper Editors ordered a prompt inquiry. Ben M. McKelway, editor of the *Washington Evening Star*, which owns the WMAL properties, instigated the action.

Radio might well emulate ASNE. The National Assn. of Radio News Directors has as its main function the betterment of news reporting and newscasting. Doesn't the Forrestal tragedy fall within the pale of ethical radio journalism? And beyond question, the implications of the Florida payroll revelation warrant scrutiny to preserve the good name of radio journalism. The project could be undertaken in collaboration with the news committee of the NAB.

Our Respects To —

HERMAN EDWARD FAST

THE tempo of Herman Edward Fast's life has followed the speed demanded by his name. In less than 10 years' association with WKRC Cincinnati he rose from salesman to station manager of the 50 kw CBS affiliate, a position he has held for almost five years.

This rapid advancement was accomplished not so much with cold executive efficiency as with friendliness. His policy of an informal atmosphere and individual recognition permeates the entire WKRC organization. First names are the rule rather than the exception around the station and the comradely spirit is fostered by parties for the entire staff in summer and winter.

Mr. Fast stresses performance and accomplishment rather than punching the time clock. "I believe people do more for recognition of achievement than for any other inducement," he says. As a result of this theory, WKRC has granted year-end bonuses commensurate with the financial success for the year.

Born in Cincinnati on May 23, 1895, Herman Fast received his grade and high school education there and attended the U. of Cincinnati night school. At the age of 18 the wanderlust spirit overcame his thirst for knowledge and he left his hometown with the firm intention of never returning.

After sampling practically every state in the country, he finally succumbed to Southern California promotion ads and took a job in Los Angeles. World War I brought an end to his "year-round summer" life. Mr. Fast enlisted as a private in the Signal Corps at Chanute Field. Shortly after the Signal Corps was merged with the Air Services, he was promoted to first sergeant in the 38th squadron as a result of articles he had written for the field paper.

Sgt. Fast never had an accident in a plane at a time when flying was both novel and hazardous, but he proceeded to crack up in an automobile. When recovered, he was sent to Cornell U. in Ithaca, N. Y., for further aviation training. With the signing of the Armistice, Sgt. Fast again displayed his speed by getting out of the service in exactly ten days.

Following his discharge, Mr. Fast went to work for the Charles W. Breneman Co., window shade manufacturer. There he rose rapidly to eastern sales manager and later to Pacific Coast executive in charge of both manufacturing and sales—with headquarters at his beloved Los Angeles.

Seeking greener pastures, Mr. Fast turned to advertising and joined a national advertising organization in New York. As fate would

(Continued on page 38)

You'd think Thomas Moore, the Irish poet, had been talking to some of our advertisers when he rhapsodized, "Music! O, how faint, how weak, language fades before thy spell." For it is music that keeps more than half a million New York families tuned constantly to WQXR and WQXR-FM . . . so constantly, no other station reaches them so effectively. These families love good things as they love good music . . . and can afford to buy them, too. That's why advertisers seek them out as the most profitable part of this biggest and richest of all markets. May we help you find them, too?

WQXR

AND WQXR-FM

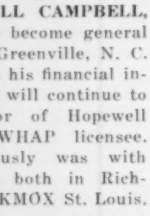
RADIO STATIONS OF THE NEW YORK TIMES

AWARDS of the Massachusetts Committee, George Foster Peabody Radio Awards were presented to nine Massachusetts stations May 18 for outstanding locally originated programs [BROADCASTING, May 23]. **Lined up to receive the citations are (l to r): Back row—James S. Powers, director, Yankee Network Institute, accepting for WNAC Boston; Dol Brissette, program-production manager, WTAG Worcester; William B. McGrath, managing director, WHDH Boston; Harold B. Morrill, general manager, WLAW Lawrence; Gene King, program director, WCOP Boston; Wyman Holmes, station manger, WRUL Boston; Ben Hudelson, educational director, WBZ-WBZA Boston-Springfield; Arthur E. Haley, general manager, WBMS Boston, and Quincy A. Brackett, president, WSPR Springfield; seated—Committee members Kelsey B. Sweatt, radio director, State Dept. of Education; Mrs. Harold B. Murch, secretary, Massachusetts Parent-Teacher Assn.; Daniel Bloomfield, manager, Boston Retail Trade Board; Mrs. Dorothy Kraus, chairman; Erwin D. Canham, editor, *The Christian Science Monitor*, and Mrs. Henry J. Zyfers, president, Massachusetts Business & Professional Women's Republican Club.**

Management

HUGH CARLYLE, director of personnel and programming at WHAP Hopewell, Va., has been appointed general manager. He replaces **A. HARTWELL CAMPBELL,** who has resigned to become general manager of WGTC Greenville, N. C. Mr. Campbell retains his financial interest in WHAP and will continue to serve as a director of Hopewell Broadcasting Co., WHAP licensee. Mr. Carlyle previously was with WRNL and WRVA, both in Richmond, Va., and with KMOX St. Louis.

ROBERT E. BAUSMAN has been appointed general manager of WANE Fort Wayne, Ind. He previously was business manager of WIRE Indianapolis and from 1941 to 1947 was business manager of WISH Indianapolis. He also was associated for several years in management of WHOT South Bend and WHBU Anderson, both of which are owned by corporations headed by **BRUCE McCONNELL,** president of Radio Fort Wayne Inc., which owns WANE. **GLENN R. THAYER,** former WANE manager, will remain with the station.



Mr. Bausman

RILEY R. GIBSON, former general manager of KOPP Ogden, Utah, has been appointed general manager of KXO El Centro, Calif. Mr. Gibson started in radio in 1938 at KUOA Siloam Springs, Ark.; spent two years overseas with Armed Forces Radio, and built and managed KREO Indio, Calif., for three years prior to joining KOPP.

HAROLD KING, formerly with WJVB Jacksonville Beach, Fla., has been appointed general manager of KHBG Okmulgee, Okla. He replaces **TIM CARROLL,** resigned. Mr. King previously was with WMBR Jacksonville, WDSR Lake City and WORZ Orlando, Fla.

LOUIS N. HOWARD, president of Tobacco Network and owner of WHIT New Bern, N. C., is the father of a girl, Bertha Neugass. Mr. Howard was recently elected 2nd vice president of North Carolina Assn. of Jewish Men.

STEPHEN R. RINTOUL, president of Champlain Valley Broadcasting Co., licensee of WXKW Albany, N.Y., has been elected to board of trustees of Albany Savings Bank. Mr. Rintoul also is president of Meredith Champlain Television Corp., which has filed application for TV station in Albany.

JOHN E. BERNHARD, vice president and genreal manager of WFOY St. Augustine, Fla., has been elected president for 1949-50 of St. Augustine Junior Chamber of Commerce.

PATRICIA HART, formerly with Don Lee Network in Los Angeles, sails June 1 for Europe where she will be attached to American Embassy at Prague. For past several months she has been with Office of Information and Education at State Dept. headquarters in Washington preparatory to taking over her new assignment. Mrs. Hart is former Patricia Weiss, daughter of **LEWIS ALLEN WEISS,** chairman of Don Lee.

HENRY P. JOHNSTON, managing director of WSGN Birmingham, Ala., has been appointed by governor of Alabama to serve on special committee to study chronic alcoholism in state.

WCKY Cincinnati has extended its operation to a seven-day, 24 hour schedule.

EDUCATIONAL FM

NAEB Praises FCC Action

FCC IS urged by the National Assn. of Educational Broadcasters to maintain present standards in licensing 10 w operation in the 88-92 mc FM education band. The Commission was notified of this stand in a letter by Richard B. Hull, NAEB president.

Mr. Hull included in his letter to FCC members a copy of a resolution adopted May 8 by NAEB during its mid-year meeting. The association commended FCC's sanction of 10 w transmitters in the FM educational band "as affording increased opportunities for community service through universities, colleges and public school systems to enter the educational and public service broadcasting field."

The association opposed "any policy which would divert any portion of the 20-channel FM educational band for assignment to any other than accredited educational institutions." It pointed out that "the sole assurances for American education of communication outlets in the future rests in the electronic natural resources which the noncommercial educational FM spectrum provides and which the Commission with commendable foresight has reserved for this purpose."

Microgroove Survey

TOTAL of 652 AM stations are now equipped to play Microgroove transcriptions, according to a survey made by Robert J. Clarkson, general manager of Columbia Transcriptions, a division of Columbia Records Inc. Mr. Clarkson polled 2,100 AM stations in his survey. He found that the 652 stations with Microgroove equipment will be augmented by 185 more, which plan to install such pickups within two or three months.

Respects

(Continued from page 36)

have it, the firm sent him as its representative to Cincinnati, where he has remained ever since, only occasionally brooding for that realtor's paradise—Los Angeles.

The radio industry caught Mr. Fast's fancy early in 1935 and he cast his lot with WKRC, joining the station as a salesman. His advertising background paid good dividends in the new career and in December 1939 he was appointed sales manager. Mr. Fast still handles the national sales for the station in addition to his managerial duties. Salesman Fast's ability in this field is reflected in the business record of WKRC. Since he was appointed sales manager in '39, WKRC sales have increased 2,000%.

Mr. Fast likes to recall his most unusual sales experience which occurred in his early days with WKRC. In trying to sell some time to a furniture store owner who was deaf, he was forced to deliver the sales talk in a very loud voice. He made the sale. Fired with enthusiasm, he crossed the street to a clothing store. The clothing proprietor greeted him with: "Never mind the sales pitch. I heard it. I'll buy."

December is a lucky month for Mr. Fast—and for WKRC. With the outstanding sales success following his appointment as sales manager in December 1939, WKRC management, quite appropriately, named Herman Fast to his present position of station manager in December 1944. Surviving five changes in management, Mr. Fast this year celebrates the conclusion of his 14th milestone with WKRC.

Mr. Fast's hobbies reflect his preference for the Southern California climate—warm weather games are his favorites. Leisure hours in the summer are filled with fishing, golfing and swimming at his summer home on the Little Miami River about 20 miles from Cincinnati. When friends gather during twilight hours, Mr. Fast likes to display his talents as one of southern Ohio's best horseshoe pitchers. This skill is no doubt linked with his well developed sales pitch.

Single, Mr. Fast lives during the winter at his home in Cincinnati with an older sister, moving to the Little Miami River lodge for the summer months.

Salutes KING

U. OF WASHINGTON presented six hours of broadcast over KING Seattle May 12 as a salute to the station upon its increase in power to 50 kw. Largely transcribed at Radio Hall on the university campus, the programs included interviews, sports, orchestra and choral music, drama and commentary. Two hundred students, including those from the class in radio journalism, participated in the project.

Ladies Day

A HECTIC day was enjoyed by all staffers at WMOH Hamilton, Ohio, when 25 students from the radio department of Western College for Women at Oxford showed up at the studios. The ladies took over the entire station operation from sign-on at 6:30 a.m. to sign-off at 11:30 p.m.—after receiving indoctrination in Western Union ticker tape, technical operations and program aspects. Joseph True, WMOH general manager, turned the key to the station over to one of the fair ladies, grabbed his hat and coat and left the problems of management to her.

WGAY PETITION

Requests 1050 kc Fulltime

REGULAR license for fulltime operation on Mexican Class I-A 1050 kc was requested last week in petition filed with FCC by WGAY Silver Spring, Md., metropolitan Washington outlet now operating daytime with 1 kw on that channel.

WGAY claimed that it is entitled to consideration for this assignment since the North American Regional Broadcasting Agreement has expired as has the "gentlemen's agreement" with Mexico whereby the U.S. would assign daytime-only stations on the six Mexican I-A channels. WGAY further pointed out that 1050 kc already is being used fulltime in this country by WMGM New York, assigned 50 kw fulltime, directional, on the frequency.

WGAY explained that Canadian and Cuban stations are using the frequencies at night while 106 daytime U.S. stations cannot do so because of the limitations. WGAY's request was supported by letters from local civic, fraternal and business organizations.

Some six other daytime stations already have petitioned the Commission for special service authorizations to operate at night on the frequencies involved [BROADCASTING April 18].

A. SINSHEIMER

Dies in New York

ARTHUR SINSHEIMER, 63, radio director of Peck Advertising, New York, until his retirement last year, and a founder and first president of New York's Radio Executive's Club, died last week in Caledonia Hospital, Brooklyn.

Mr. Sinsheimer, before joining Peck in 1931, had been radio editor of *The Dry Goods Economist*, before which he had a brief career in show business as a young man. Surviving are his wife, Mrs. Beatrice Sinsheimer; his mother, Mrs. Amelia Butrick, and two daughters.

HOOVER

Reorganization Crystallizing

LEGISLATION empowering the President to reorganize Federal agencies, in line with recommendations of the Hoover Commission, was crystallizing on Capitol Hill last week.

The Senate passed and sent to a conference committee May 16 its version of the reorganization bill, which had been approved earlier by the House. Differences in the two measures were discussed by conferees last week, with the House members scheduled next to report to the House for further instructions on the area of disagreement. In effect, the Upper House substituted many of the provisions of its own bill (S 526) while approving the House measure (HR 2361).

Present Form

In its present form, the proposed legislation would:

Exempt no independent agencies, such as FCC and FTC, from special treatment which would require the Chief Executive to submit special reorganization plans for them.

Impose an April 1, 1953, time limit on all reorganization plans.

Require the President to specify the reduction of expenditures envisioned through any one reorganization plan.

Provide single House veto power —that is, any reorganization proposal could be stymied by disapproval of either Senate or House.

The Senate took action after President Truman had urged immediate action in a message to both Houses. He pointed out that any plan must lie before Congress for 60 days without disapproval to become effective, and announced his intention of submitting some plans in the present session.

While the Senate would exempt no agencies, it did recommend as a matter of "public interest" that each reorgonization plan proposed by the President "contain only related organizations."

Committee's Reluctance

In its report the Senate Executive Expenditures Committee said it was reluctant to include exemptions for specified agencies lest they might "interfere with realignments that would be desirable and in the public interest." A simple resolution of disapproval by either House would be sufficient to reject any plan, it noted.

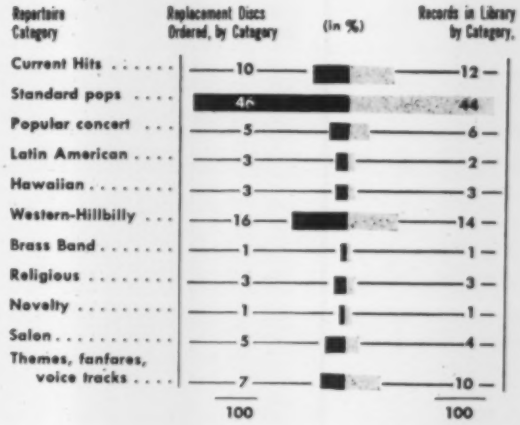
Exemptions would place restictions on the President in submission of reorganization plans, the report said, and for that reason amendments proposed earlier by Sen. Edwin C. Johnson (D-Col.), chairman of Senate Interstate & Foreign Commerce Committee, and Sen. Burnet R. Maybank (D-S. C.) were unanimously rejected in committee. They had suggested so-called "single package" treatment for FCC, FTC and others by requiring submission of individual plans related to them only.

Do You Use Your ENTIRE Transcription Library?

Capitol Subscribers Do!

Yes, we've proved that our subscribers use *all* the music in Capitol's Transcription Library. What's more important, they find the size of each repertoire category is in exact proportion to their overall programming needs!

We learned this by checking the orders for replacement of worn-out discs over a five-month period. We tabulated these orders by repertoire category: Standard pops, Western, Hawaiian and eight others. And we found that replacement discs ordered in *each* category were in almost direct proportion to the repertoire breakdown of the Capitol Library as a whole.



Here is conclusive proof that Capitol offers you a truly *balanced* transcription library . . . with "deadwood" entirely eliminated. Every one of the more than 4,000 library selections fills a definite programming need!

Here is a valid indication of value—evidence that for every dollar you spend for Capitol's low-cost library, you get more than a dollar's worth of suitable, *usable* music!

To get the whole story,
mail this coupon today . . . and receive
FREE *new 1949 demonstration discs.*

"A UNIQUE LIBRARY PROGRAM SERVICE"

Capitol TRANSCRIPTIONS
A Division of Capitol Records

Capitol Transcriptions,
Sunset and Vine, Dept. 530-B
Hollywood 28, Calif.

Sirs: Okay, send me **FREE** demonstration discs.

Name_____

Station_____ Position_____

Address_____

City_____ State_____

AUDIENCE

Johns Hopkins U. Reports On Business Listeners

ADVERTISERS receive a "tremendous" bonus audience in the form of radio sets in business places, according to a Baltimore survey conducted by the Johns Hopkins U. School of Business under supervision of the dean and faculty members.

This extra audience is not shown in Hooper or any of the other surveys of home listening.

The study was financed by WITH Baltimore, according to Robert C. Embry, vice president in charge of sales. Mr. Embry said the station had suggested the idea years ago but the university had been unable to supply necessary personnel for the extensive undertaking until this year.

Mr. Embry reminded that the large audience in places of business "is a plus on top of the Hooper home audience. We financed the study so advertisers would know what they are getting for their money."

A news release accompanying the study explains it is "the first survey of this type that has ever been performed. This gives time-buyers, and all persons interested in the size of audience they are getting for their money, a very valuable additional bit of information. This information, added to the Hooperatings, gives a better idea of the over-all size of the audience hearing their message."

The survey was confined to Baltimore city independent groceries, drug stores, bars and taverns, barber shops and beauty parlors. Two Johns Hopkins senior students, Frank P. Montgomery Jr. and Francis G. Malone, conducted the survey under scientific procedure specified by school officials. All interviews were made by personal calls, with scientific research techniques employed.

The university plans later to survey listening habits of people who have radios in their cars, it points out in announcing results of the Baltimore business establishment study.

In independent grocery stores 41.1% had radios and 38.5% of radio-equipped stores (17.1% of all stores) had then playing at the time of interview (between noon and 6 p.m., Mondays through Fridays, the first two weeks of March 1949), according to the Baltimore survey.

Further Breakdown

Drug stores—43% had radios and 30% of these (13% of all drug stores) had them playing; bars and taverns, 56.8% had radios and 36.5% of these (20.7% of all bars and taverns) had them playing; barber shops, 82% had radios and 51% of these (42.2% of all barber shops) had them playing; beauty parlors, 52.3% had radios and 46.6% of these (24.3% of all beauty parlors) had them playing.

Number of establishments that had radios playing follows: Independent grocery stores, 430; drug stores, 62; bars and taverns, 573; barber shops, 630; beauty shops, 316.

Average number of persons in establishments at time of interview ranged from 3.2 to 4.8 persons at independent groceries; from 3.3 to 12.8 at drug stores; from 5.5 to 8.1 at bars and taverns; from 2.7 to 3.7 at barber shops; from 3.2 to 5.2 at beauty shops.

The ratio of men and women is about even at independent grocery stores and drug stores. At bars and taverns the audience is largely male. Number of women found in barber shops was negligible and few men in beauty parlors.

Thus the survey shows an audience ranging from 1,000 to 3,000 in grocery stores with radios playing; from 138 to 533 persons in drug stores with radios playing; from 825 to 6,632 persons in bars and taverns with radios playing; from 1,054 to 3,010 persons in barber shops with radios playing; from 820 to 2,111 persons in beauty parlors with radios playing.

Summed up, the survey shows the number of persons in establishments with radios playing between noon and 6 p.m. as outlined in the above table.

	12-1	1-2	2-3	3-4	4-5	5-6
Men	2,406	5,119	10,310	10,008	8,867	8,460
Women	1,569	2,144	3,445	4,091	2,672	2,392
Total	3,975	7,263	13,755	14,099	11,539	10,852

TV Analysis

Analyzing television viewing in bars and taverns, the survey showed that 75.5% of 2,091 of the 2,770 in the city have TV sets. Afternoon viewing was not extensive, with only 110.8 or 5% of sets playing (4% of all bars and taverns). No mention was made in the survey of the amount of program service available from Baltimore television stations in daylight hours.

The study also breaks down listening into figures covering individual stations.

Upcoming

June 7: NAB FM Executive Committee, Washington.

June 11: Wisconsin-Upper Michigan Sales Managers Assn. meeting, Plankinton Hotel, Milwaukee.

June 12-18: Special Libraries Assn. Convention, Biltmore Hotel, Los Angeles.

June 13-16: Canadian Assn. of Broadcasters Convention, Algonquin Hotel, St. Andrews-by-the-Sea, N. B.

June 20: NAB Employe-Employer Relations Committee, NAB Hdqrs., Washington.

June 20-July 29: U. of California-NBC Radio Institute, U. of California, Berkeley.

June 25: First Annual Radio News Editors Conference, Kent State U., Kent, Ohio.

June 26-28: National Retail Dry Goods Assn. Convention, Stevens Hotel, Chicago.

June 26-30: Advertising Assn. of the West 46th annual convention, Hotel Vancouver, Vancouver, B. C.

June 27-29: NAB Program Directors' Clinic, Northwestern U., Chicago.

July 11-13: NAB Board meeting, Wentworth-by-the-Sea, Portsmouth, N. H.

July 29-30: Catholic Broadcasters Assn., U. of Notre Dame, South Bend, Ind.

Aug. 25-28: AFRA annual convention, Palace Hotel, San Francisco.

Aug. 30-Sept. 1: Fifth Annual Pacific Electronics Exhibit, Civic Auditorium, San Francisco.

Sept. 8-10: Western Assn. of Broadcasters annual meeting, Banff Springs Hotel, Banff, Alta.

Sept. 14-16: Illinois and Wisconsin Broadcasters Assn. and NAB District 9 meeting, Northernaire Hotel, Three Lakes, Wis.

Sept. 26-28: National Electronics Conference, Edgewater Beach Hotel, Chicago.

Sept. 30-Oct. 9: Second Annual National Television and Electrical Living Show, Chicago Coliseum, Chicago.

Nov. 11-12: NARND Convention, New York.

Nov. 19-20: AWB District 13 convention, Radio House, U. of Texas, Austin, Tex.

Calls on President

FCC Commissioner Frieda Hennock was a caller at the White House Thursday morning. It was purely a personal visit, she told reporters, explaining she had been invited by President Truman. Later she conceded they had discussed official matters but refused to disclose their nature. It was Miss Hennock's first White House call since her appointment to the FCC a year ago.

NABET MERGER

N.Y. Chapters Unite

THE THREE NABET chapters in New York merged Wednesday into one big chapter in order to streamline organization and prevent duplication of efforts in the area.

The merger was ordered by Clarence Westover, national executive secretary, after the national council and national executive board had decided the issue.

Under the merger, the three groups took the name of the WOR unit's Hudson Chapter and the Hudson officers, Donald Hale, chairman, and James Carter, secretary-treasurer, will head the merged unit. The other two units are the New York Chapter, with 400 members working at RCA Victor, Muzak, NBC and ABC, and the Engineering Chapter, comprising about 200 in NBC television and NBC general engineering. The Hudson Chapter, before merger, had about 105 members.

In the merger order, the Hudson Chapter also was authorized to elect or engage a full-time business agent to conduct operations for the chapter, which never had such an officer before.

It probably will headquarter for the time being at the national office in New York.

The executive board of the merged chapter will be made up of the two top officers of each of the former groups: Messers. Hale and Carter from Hudson; Ed Stolzenberger and Neal Youngster, chairman and secretary-treasurer respectively of the old New York Chapter; Carl Cabasin and Tony Rokosz, chairman and secretary-treasurer respectively of the old Engineering Chapter.

SARNOFF

Cites Electronic Strides

WORKABLE radio receivers small enough to be housed in a wrist watch and miniature television sets were two of many future developments in electronics foreseen last week by Brig. Gen. David Sarnoff, chairman of the board of RCA.

Speaking at commencement exercises for 163 graduates of RCA Institutes, New York, Gen. Sarnoff outlined developments to date in the science of radio and electronics and said they were "only an index to the opportunities that exist."

"A serious error that must be avoided when considering the heights of achievements reached in electronics," Gen. Sarnoff said, "is to think that everything has been done."

The chairman of the board told the graduates that "radio and electronics deserve our utmost attention in finding or devising new tasks for them."

"For a number of years," he said "we have been working to reduce the size of personal radios, and with some success. As a result there are instruments about the size of a jewel box that operate very satisfactorily. But why stop there? How about a radio the size of a wrist watch?

"About a year ago, a Swiss firm introduced a wrist watch containing a buzzer alarm. If the Swiss can devise an alarm clock to wear on the wrist, I believe that Americans can perfect a wrist-watch radio, and eventually a miniature television set."

LEAVE WLWT(TV)

Allison, Callahan Resign

RESIGNATIONS of Wilton F. Allison, sales manager of WLWT (TV) Cincinnati, and Walter Callahan, WLWT salesman, were announced last week by the Crosley Broadcasting Corp. TV outlet. No successors have been named.

Mr. Allison was with WLWT for a year and a half and formerly had been with WPEN Philadelphia. From 1940 to 1944 he was sales promotion manager of WLW Cincinnati. Mr. Callahan formerly was with WLW in sales and administrative capacities and previously had been with WSAI and WCPO, both Cincinnati.

Demands to GE, WE

WAGE increases and other economic benefits amounting to $500 per year per employe were demanded from General Electric Co. and Westinghouse Electric Co. by the United Electrical, Radio and Machine Workers of America (CIO) last week. The union requested the two companies to open negotiations for contract revisions providing for the increases. The union seeks improvements in wages, pension and health programs as well as other benefits such as a reduction of hours without reduction of pay.

WOW-LAND FARMERS' TRIP

Idea Spreads to Other Stations—Wiseman

FARMERS' trips abroad seem to be "breaking out all over" as a result of WOW Omaha's successful initiation of the promotion last fall, according to William Wiseman, station promotion manager.

"At least five stations and one national farm publication are planning foreign tours designed to acquaint farmers with the farm problems in foreign lands," Mr. Wiseman told BROADCASTING. "Many of these promotions are still in the 'talk' stage, but . . . travel bureaus, air lines and steamship lines have been contacted and itineraries have been planned . . ."

Mr. Wiseman lists these stations as making similar plans: WCCO and WDGY Minneapolis, WIBW Topeka, WKOW Madison, Wis., and WRFD Worthington, Ohio. WCCO has been dickering for travel to the Scandinavian countries, and WIBW for proposed European or South American farmers' trips next fall, he said. In addition, WKOW and WRFD also are reported to be working on European trips.

WOW's tour last fall comprised 26 WOW-land farmers who visited nine European countries. Since returning, they have made 751 speeches before 80,000 people in the WOW listening area, according to Mr. Wiseman. In addition, Mal Hansen, WOW farm director, and Mr. Wiseman have completed over 160 speaking engagements between them. Trip furnished WOW with 74 local broadcasts and NBC over a dozen network programs.

Meanwhile, the Omaha NBC affiliate is planning another tour and expects to announce shortly details of a projected trip, Mr. Wiseman reported.

ARRANGEMENTS for Mitchell & Cassell Inc. (Dodge-Plymouth car, MoPar parts distributor) sponsorship of Fulton Lewis jr. on WMMJ Peoria, Ill., are completed by William Kutsch (l), WMMJ president, and Harry Mitchell, Mitchell & Cassell president.

KVAK SALE

Deal Dropped, FCC Told

PROPOSED sale of KVAK Atchison, Kan., by S. H. Paterson for $80,000 to Dr. Albert Alvin Almada has been dropped, FCC was informed last week by the station.

KVAK petitioned the Commission to dismiss the transfer for assignment of the station's permit to Dr. Almada and asked that the hearing in the case be dropped. KVAK also asked that its application for license also be removed from hearing. An issue in the proceeding was whether the station had been transferred without Commission consent.

The petition explained that the sale agreement, executed in 1947 with the Sacramento, Calif., physician, had been extended several times while waiting FCC action and will expire June 26. However since action seems just as far away now as then, petition explained, the parties have decided to cancel the pact.

FCC was told that Dr. Almada gave up a lucrative practice in Sacramento in late 1947 and moved to Atchison to learn the broadcasting business first hand and so he would qualify as a licensee. He became an employe of KVAK, the petition related, and gained experience as salesman, writer, program director and announcer. After 10 months he joined the medical department of the Missouri State Hospital because he found "little reason to continue to accept further financial loss," petition said, adding he has lost some $10,000 since the sale contract was first signed.

Affidavits were attached by both Dr. Almada and Mr. Paterson affirming that the physician had never controlled station affairs. Mr. Paterson stated he is seeking other buyers for the station as required by the Commission because of his establishment of KJAY Topeka, Kan. KVAK is assigned 1 kw on 1470 kc fulltime.

WINZ PETITION

Answers FCC Charges

PETITION to set aside FCC's revocation of license of WINZ Hollywood, Fla., was filed with the Commission last week by the station.

WINZ contended that certain of the technical violation charges made by the Commission and used as basis for its revocation order were in error while others were unwarranted under the circumstances. WINZ was granted in May 1946 with 1 kw day on 940 kc and given boost to 1 kw fulltime, directional night, in May 1947. It is licensed to Hollywood Broadcasting Co. with Jonas Weiland chief owner.

WINZ told the Commission that some of the notices of technical violations referred to the daytime only operation at the old transmitter site which has not been used for over a year. Others, it was pointed out, refer to operation at the present site when WINZ was operating under emergency conditions.

The station pointed out that in September 1948 one of four towers was torn down by a hurricane. Reconstruction was begun right away, WINZ said, but another hurricane in the same month destroyed two more towers and additional damage was done. After the second hurricane the transmitter site was flooded, the petition explained, and in November the company retained to reconstruct the towers "abandoned" the job.

The Commission was informed that all the damaged towers have been rebuilt and other damage repaired. Measurements also have been made which show that WINZ is now operating in accordance with FCC standards, the Commission was told.

MILLER

'Radio Freedom Worth Fight' Bar Assn. Meet Told

PRINCIPLES looking toward "orderly development of radio law and its wise administration" in the American nations were offered last week by NAB President Justin Miller in a paper read to the sixth conference of the Inter-American Bar Assn., meeting May 22-June 1 in Detroit.

"Let there be no doubt that freedom of radio is worth the fight," Judge Miller told the conference. "Within a generation, broadcasting has become one of the most important media of mass communication. No dictator can tolerate a free radio, for freedom of expression is the keystone of a free society."

In a heavily documented paper, Judge Miller offered a set of basic principles applicable throughout the hemisphere, all based on the concept of free enterprise and free expression. He said freedom of speech and press covers all mass media, including broadcasting, and no national or international compact should violate this basic constitutional concept. In this notion, he explained, "lies the best hope of peace in our time."

Suggested Principles

Judge Miller offered this set of principles for licensing: "No media of mass communication should ever be subject to licensing unless absolutely necessary, and then only to the extent necessary; and the licensing power should not be used as an excuse or device for abridging the freedom of such media, or to impose obligations which result in such abridgment; licensing of radio broadcasting should be confined solely to the prevention of electrical interference through allocation of frequencies and enforcement of good engineering standards and the imposition of license qualifications limited to considerations of financial stability, engineering capacity, and willingness to abide by the fundamental standards of good citizenship."

General governmental limitations applying to all citizens should be applied to broadcasting, he said, "except that no limitation shall abridge freedom of speech and press."

He flatly opposed prior restraint by government over program content and no restraint by punishment or otherwise except where a paramount social interest is imperiled. The paper set forth limitations on government operation of mass media, though permitting it where private enterprise is incapable of providing the service and specifying restraints to be observed. Use of subsidies as a device to destroy freedom of media is opposed and the principle is laid down that broadcasting is not a privilege based on governmental grace.

Judge Miller warned of the dangers of applying taxing powers and limitations on advertising to destroy or abridge freedom of media and urged that judicial review channels be kept wide open. He said governments should have no power to compel media to accept and disseminate the comment of any speaker, since the guarantees of free speech and press rather than administrative decrees protect society's interest in broadcasting.

AWARDS for programs conforming "to standards established by the state radio department" of the Illinois Federation of Women's Clubs have been given to WBBM Chicago and CBS for *Let's Pretend* and New York Philharmonic Symphony broadcasts.

NBC U. OF AIR

Britannica, Schools Back

ENCYCLOPEDIA BRITANNICA has joined NBC and three universities in promoting adult education by radio through NBC's *University of the Air* programs.

Starting June 5, sets of the 24-volume Encyclopedia will be awarded as prizes to students most successfully completing radio home-study courses offered by the network through the cooperating schools—U. of Chicago, U. of Louisville and Kansas State Teachers College. Each participating school will set up a jury of selection to pick its winners from among students finishing the home study courses.

JOHN WILEY & SONS Inc., 440 4th Ave., New York, has published its list of books on radio and electronics.

Station Tax Threat

(Continued from page 25)

Va. A. D. Willard Jr., NAB executive vice president, told the luncheon meeting that the decision is believed to be the first state court ruling in which a use tax on radio is held constitutional (see separate VAB story page 27).

In reversing the chancery decision and holding the tax valid, Judge Smith recognized the interstate character of radio waves, but added that the question "is whether radio broadcasting also involves intrastate activity which may be subjected to local taxation." He said a fourth of the appellees' (stations) income is derived from local advertising, and the rest from sponsors outside the state.

The business is intrastate as well as interstate, he concluded, with the intended appeal and actual effect of programs originating in Little Rock being "wholly local." The fact that "a handful of nonresidents may listen momentarily to the broadcast before turning to a program of greater interest" is immaterial, Judge Smith wrote, adding this judicial cutie:

"Such transient eavesdropping is merely an adventitious consequence of the uncontrollable carrying power of radio waves. This ordinance taxes only the local transaction expressly exempting these fortuitous interstate aspects."

The tax is laid "upon a course of conduct that constitutes engaging in intrastate business," Judge Smith wrote. "A substantial part of the appellees' programs originate locally and are of purely local interest. To that extent the appellees are engaged in a local enterprise readily separable from their interstate activity. . . . But as long as they conduct an essentially intrastate business as well, we see no reason why they should not bear their share of the cost of municipal advantages admittedly received." The court cites newspapers and other businesses paying intrastate taxes.

Supports Separation

Judge Smith supported the city's delicate separation of the broadcasting processes to justify imposition of a tax on the act of putting an impulse into the air as a radio wave.

He rejected the long-established Fisher's Blend decision of the U. S. Supreme Court by taking dicta and imputing to the highest tribunal an intent to leave the way open for a tax on the actual generation of a radio wave. He supported this with a Georgia court ruling, Atlanta v. Ogelthorpe U., 179 Ga. 379, 173 S. E. 110.

At this point the dissenting opinion by Judge Holt pointed to a wide hole in the majority decision. Judge Holt wrote, "It is interesting to note that the Georgia case cited in support of the gratuitous language used, has been twice overruled since the Fisher's Blend decision." He cited Atlanta v. Southern Broadcasting Co., 190 S. E. 594 and Atlanta v. Atlanta Journal Co., 198 S. E. 788. Judge Holt reminded that the U. S. Supreme Court's sentence was "mere dicta."

Judge Holt traced the interstate aspects of broadcasting through FCC regulation and court decisions. He struck at the deft separation of the electrical processes by stating: "The generation of electromagnetic waves and the transmission of those waves is, according to the evidence, practically a simultaneous operation, and neither can be singled out as a separate and distinct part and subjected to local taxation."

He held that by its very nature "broadcasting transcends state lines and is national in its scope and importance—characteristics which bring it within the purpose and protection, and subject to the control, of the commerce clause."

Finally, Judge Holt wrote in his dissent: "We also must bear in mind the well-established rule that where there is any doubt as to the validity of a tax, such doubt must be resolved in favor of the taxpayer."

The Arkansas case involves many questions similar to those in the long-pending New Mexico tax case. Up to last week, the New Mexico Supreme Court was the only court refusing to follow the Fisher's Blend decision. In upsetting a lower court decision, the New Mexico court remanded the case back to the lower tribunal to allocate the tax between interstate and local broadcasting. The lower court finally threw up its hands and held it could not make an allocation and the entire tax was refunded to the station (KOB Albuquerque).

Among courts that have followed the Fisher's Blend principle, according to the NAB Legal Dept., are the Supreme Court of Georgia and federal courts in Washington, Florida and Kentucky, whether the tax was levied on broadcasting as such, or on local broadcasting or local advertising.

The Little Rock city ordinance contains nine sections. It declares the business of generating electromagnetic waves for radio broadcasting purposes and/or the business of intrastate radio broadcasting in Little Rock is a privilege and every person, etc., engaged therein shall pay to the city collector an annual license fee of $250 beginning on or before April 30, 1948.

Another $50 license fee is levied on the business of soliciting intrastate radio advertising, also declared to be a privilege. The ordinance specifically declares the council's intent not to tax interstate broadcasting and/or advertising solicitation. A penalty of $15 to $100 per day is assessed for each day's failure to pay the tax.

This ordinance, the lower court had held, constituted a burden on interstate commerce and was unconstitutional.

FINDING desk memos is a little difficult these days in the office of Anne Hayes, director of women's activities for KCMO Kansas City, as entries for the just-completed sewing contest pour in for judging. For the fifth year, KCMO conducted the contest under the auspices of the National Needlecraft Guild.

Thornburgh

(Continued from page 23)

Bulletin. It is understood the decision was reached May 21 but announcement was withheld until last Friday pending appropriate notifications. The appointment is known to have been with the acquiescence of the CBS high command, including Chairman William S. Paley.

Dr. Levy had notified the *Bulletin* several months ago of his desire to retire from active management in order to devote his primary attentions to other business and personal interests. He had agreed to remain in charge until a successor had been selected.

Dr. Levy plans to divide his time between Philadelphia and New York, having leased an apartment in the latter city. His brother Ike, one of Philadelphia's leading attorneys and industrialists, worked with him in the establishment of WCAU as one of the nation's premier stations. The property originally was sold to J. David Stern, publisher of the now suspended *Philadelphia Record*, for a stripped price of about $2,150,000. When the *Bulletin* acquired the *Record* properties two years ago, the WCAU properties were part of the transaction and were pegged at roughly $2,950,000. Subsequently the *Bulletin* sold WPEN, Philadelphia independent, for $800,000 to clear the duopoly regulations, and Dr. Levy consented to stay on temporarily.

The following statements were made on the occasion of Mr. Thornburgh's appointment:

Mr. Slocum:

We are very pleased that the able management of WCAU will be continued through its having secured a man of such broad experience and stature in the radio industry.

We are confident that WCAU will continue its top position in service to the Philadelphia area and we look forward to its great growth in the new field of television.

We are particularly happy to bring to Philadelphia a man who has a record of deep interest in and service to the community in which he lives.

Dr. Levy:

I am happy to have as my successor a man of the character and ability of Mr. Thornburgh since my interest in WCAU is deep. I am very anxious to see the station continue to progress and I am sure it will.

Mr. Thornburgh:

WCAU is one of the great stations of the country. That many more people listen to it than any other Philadelphia station is evidence of the esteem in which its service is held. I look forward to the opportunity of making a contribution to the continued leadership of the station in both radio and television and to the civic life of the Philadelphia community.

Now in his 55th year, Donald Wayne Thornburgh was born in Indianapolis in 1894. He graduated at Indiana U. in 1915 and enlisted in the Army in 1917. He was commissioned a first lieutenant in field artillery, went to France with the AEF in 1918, mustering out as a captain. A salesman from the start, Mr. Thornburgh for 10 years was with Wasmuth-Endicott Co., kitchen equipment manufacturers of Huntington, Ind., and became vice president in charge of sales and advertising as well as a member of the board. He married Julia Kelsey of Fort Wayne, Ind., in 1920. They have a daughter, Barbara.

In 1928 the Thornburgh family moved to Chicago. He established a brokerage business in building specialties when a fortuitous opportunity to enter radio developed. He became manager of the Chicago office of Cosmos Broadcasting Co.—one of the earliest "package" firms. Cosmos produced and sold its own programs, with CBS releasing some of them through its network. This brought him in direct contact with Mr. Atlass, and later in 1930 he was persuaded to join the CBS sales staff.

He inaugurated such radio accounts as Pillsbury Flour Mills Co., Pet Milk Sales Co., General Mills and Stewart-Warner Corp.

In 1935 Mr. Thornburgh was appointed assistant to Mr. Atlass in charge of the operation of WBBM Chicago. Thus he became the logical choice to head the Pacific Coast office the following year. CBS had just purchased KNX Hollywood and had added a number of affiliates in the area. He set up headquarters in Hollywood in June 1936, and it was under his guidance that the network erected its new $1,750,000 plant in that city.

Reeg Post Permanent

LEONARD REEG, acting program manager of the ABC Eastern Division since April, has been appointed permanently to the position. J. Donald Wilson, network vice president in charge of programs, made the announcement last Thursday.

Mr. Reeg

Cutting Overhead

(Continued from page 27)

carried to a point which impairs work programming and effective program service.

The obvious correction would come by paying higher wages and increasing within limits total expenditures for personnel so as to attract and retain a more qualified staff to service a larger listening audience.

The end result would be an increase in dollar cost of operation but an even higher proportionate increase in revenue and profits.

Top rendition of broadcast service—as is normally true in most other service fields—generally requires a certain amount of "excess" labor employment. To arrange work schedules of announcers, engineers, etc., so tightly that we just barely cover job assignments with the absolute minimum of staff employes, within each area of station operations, affords virtually no leeway for creative work, for emergencies, for well-rounded program performance and, in general, for smooth and attractive broadcasting, tailored to listener tastes. In other words, mechanized, overstreamlined broadcasting is not good broadcasting.

The general blueprint by which station management should be guided in its endeavor to achieve higher man-hour accomplishments includes:

(a) Economic integration of certain jobs. Sounder job integration does not merely mean the lumping together of work assignments in order to fill a given employe's work day or workweek. Proper efficient integration of jobs means to combine assignments of a reasonable level of importance and also integrating tasks which float together and permit team or complementary performance;

(b) Careful selection of new employes according to acceptable standards of job qualifications;

(c) Elimination or, at least, minimization of uneconomic feather-bedding;

(d) More attention to training and greater emphasis upon good supervision.

(e) Development of an equitable wage structure among the various classes of station jobs. Obviously, the salary paid for any given type of job should not only reflect the relative importance of the job but should bear a justifiable relationship to other jobs within the station.

The rise in radio labor cost, during the past few years, has been a product of many factors. First, and probably foremost, is the fact that all American industry has experienced high weekly payrolls due to the broad inflationary forces at work in our economic system. However, one cannot possibly overlook the fact that station labor costs have risen at a relatively faster rate than income because many stations have permitted staff structures to grow out of proportion to genuine operating needs.

National Nielsen-Ratings April 17-23

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
APRIL 17-23

NIELSEN-RATING †

Current Rank	Previous Rank	Program	— Current Rating — Homes (000)	%	Points Change
EVENING, ONCE-A-WEEK					
1	1	Lux Radio Theatre	11,061	29.4	—2.0
2	3	Godfrey's Talent Scouts	8,578	22.8	—1.7
3	6	Fibber McGee and Molly	7,788	20.7	+0.1
4	4	My Friend Irma	7,562	20.1	—2.0
5	5	Walter Winchell	7,412	19.7	—1.2
6	2	Jack Benny	7,299	19.4	—5.2
7	14	Bob Hope	6,923	18.4	+0.6
8	7	Mr. Keen	6,735	17.9	—2.4
9	8	Suspense	6,509	17.3	—1.7
10	13	Mystery Theatre	6,509	17.3	—0.7
11	11	FBI in Peace and War	6,396	17.0	—1.1
12	16	Inner Sanctum	6,396	17.0	—0.7
13	12	Mr. and Mrs. North	6,321	16.8	—1.2
14	15	Crime Photographer	6,283	16.7	—1.0
15	10	Mr. District Attorney	6,133	16.3	—2.3
16	17	Adventures of Sam Spade	5,681	15.1	—2.4
17	21	People are Funny	5,643	15.0	—1.3
18	9	Amos 'n' Andy	5,643	15.0	—3.9
19	24	Big Story	5,643	15.0	—0.9
20	30	This Is Your FBI	5,493	14.6	—0.5
EVENING, MULTI-WEEKLY					
1	1	Lone Ranger	4,816	12.8	—2.0
2	3	Beulah Show	4,364	11.6	—1.0
3	2	Counterspy	4,327	11.5	—1.2
WEEKDAY					
1	1	Arthur Godfrey (Ligg. & Myers)	4,289	11.4	—0.6
2	2	Ma Perkins (CBS)	3,537	9.4	—0.9
3	3	When a Girl Marries	3,499	9.3	—0.9
4	5	Arthur Godfrey (Nabisco)	3,461	9.2	—0.1
5	4	Young Widder Brown	3,424	9.1	—0.8
6	11	Pepper Young's Family	3,386	9.0	0.0
7	9	Right to Happiness	3,348	8.9	—0.1
8	13	My True Story	3,311	8.8	—0.1
9	8	Wendy Warren	3,273	8.7	—0.4
10	6	Our Gal, Sunday	3,273	8.7	—0.6
11	12	Backstage Wife	3,236	8.6	—0.3
12	15	Stella Dallas	3,198	8.5	—0.2
13	14	Big Sister	3,085	8.2	—0.5
14	10	Romance of Helen Trent	3,085	8.2	—0.8
15	7	Guiding Light	3,047	8.1	—1.1
DAY, SATURDAY					
1	1	Armstrong Theatre	4,816	12.8	+0.9
2	2	Grand Central Station	4,402	11.7	+1.1
3	4	Stars Over Hollywood	4,402	11.7	+2.4
DAY, SUNDAY					
1	1	True Detective Mysteries	3,085	8.2	—2.6
2	2	Quick as a Flash	2,822	7.5	—2.1
3	3	House of Mystery	2,709	7.2	—2.2

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† Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

Commentators

(Continued from page 28)

comments were forthcoming from the two commentators. In addition, two newspaper columnists were named by Mr. Clendinen.

The attack on radio and press had been renewed earlier on another front—this time by Sen. J. Howard McGrath (D-R.I.), chairman of the Democratic National Committee. He also cited radio commentators but identified none in particular.

Sen. McGrath characterized the two media as "subsidized groups" which make it impossible for the people to get facts about the Democratic Party program, according to the Washington *Evening Star*. He spoke before the United Democratic Women's Clubs of Maryland at the U. of Maryland May 19.

Hamilton Named

DONALD B. HAMILTON, who joined BBDO Detroit, May 1, from McCann-Erickson where he worked on the Ford Dealers cooperative advertising, has been made head of the BBDO Detroit office. He replaces George Vonderlin, who has transferred to the Chicago office as account executive.

WORL QUITS

Operations Cease May 31

WORL Boston will cease operation on Tuesday, May 31, FCC was informed last week when the station requested dismissal of its earlier petition for further temporary extension of license.

Station changed its plans because it has been losing considerable sums of money during the past several months and has decided it wished to terminate its affairs as quickly as possible in view of the Supreme Court's ruling which upheld FCC's denial of license renewal to WORL [BROADCASTING, May 23]. Assigned 1 kw daytime on 950 kc, WORL has been operating since 1926.

WORL has been fighting for license renewal since 1945 with much of that time in court litigation. FCC denied renewal on grounds of hidden ownership and WORL subsequently won reversal of this decision in the U. S. Court of Appeals for the District of Columbia. SCOTUS overruled the lower court.

Station has been licensed to Broadcasting Service Organization Inc. with ownership held by Harold A. Lafount, general manager of the Arde Bulova radio interests and former Federal Radio Commissioner, and Sanford H. and George Cohen, New York attorneys. Ashley L. Robison is acting manager.

According to WORL's Washington counsel, John P. Southmayd, the station had hoped to continue operation until the successor for its assignment had been chosen by FCC.

Get More Recording For Your Money

BY THE SENSATIONAL NEW

COLUMBIA

(Lp) MICROGROOVE METHOD

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★ Substantially Lower Cost Per Record

★ More Program Time Per 12" Disc Than On Present 16" Record

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New York: 799 Seventh Avenue, Circle 5-7300

Chicago: Wrigley Building, 410 North Michigan Ave., Whitehall 6000

Video Standards

(Continued from page 24)

Coy has hinted that there may be an inter-mixture in some areas, at least.

Text of FCC's announcement, dated May 26, followed by Miss Hennock's statement:

The FCC announced today that in accordance with plans adopted Friday, May 20, 1949, it will institute further proceedings looking toward (1) lifting the "freeze" on the present VHF television band, (2) providing a substantial number of UHF channels for commercial television broadcast service, (3) affording an opportunity for the submission of proposals looking toward the optional use of 6 megacycle color in all channels in such a way as to permit reception on an ordinary television receiver with relatively minor modifications, and (4) adopting a nation-wide assignment plan covering commercial operation in both bands.

The Commission finds that these problems are so closely related that it is not feasible to lift the present TV "freeze" without first having more channels available and an over-all allocation plan. Accordingly, it proposes to utilize approximately one-half of the lower portion of the UHF band for regular television operation on 6 megacycle channels. This band has been available for operation on an experimental basis. The upper portion of the band will be kept open for television research such as Stratovision, polycasting and high definition monochrome and color.

The Commission also proposes to afford an opportunity for the submission of proposals looking toward utilization of all television channels for 6 mc monochrome or color on an optional basis in such a way as to permit reception on the ordinary television receiver with relatively minor modifications.

The Commission desires to emphasize that if as a result of these proceedings it is shown that color television can be operated satisfactorily within a 6 megacycle channel in such a way as to permit reception on the ordinary television receiver with relatively minor modifications, the Commission will make provisions for licensing stations both in the VHF and UHF bands when it is shown that sufficient receivers and parts are available to permit adapting monochrome receivers for color reception.

The combined schedule calls for proposed rule making proceedings as required by the Administrative Procedure Act. A Notice of Proposed Rule Making will be issued within approximately six weeks from this date. The proposed rules will not only cover the contemplated use of channels in the UHF band but will also contain a revised allocation table for the present VHF band, taking into consideration the propagation studies of the ad hoc committee.

Upon issuance of the proposed regulations approximately thirty days will be allowed for submission of comment or alternative proposals by those interested. A hearing will follow within ten days or two weeks. Within two weeks after the hearing, the Commission will hold oral agrument preparatory to a final decision which will be given priority consideration.

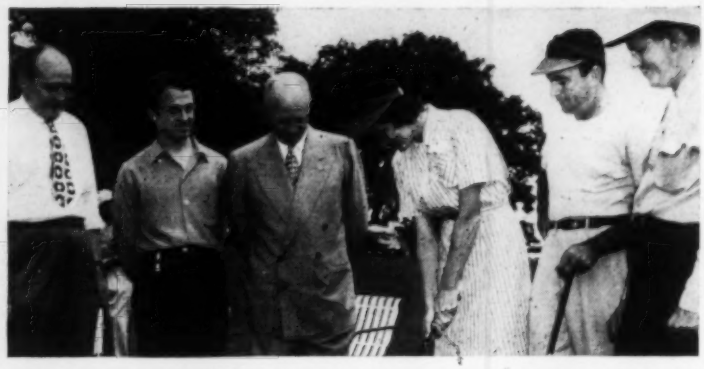
The Commission will attempt to conclude the proceedings as soon as practicable after a fair opportunity is given for hearing all interested persons and allowing for due consideration of the matters presented. In view of the above required procedure, it does not appear that a final decision can be made before late fall. However, the ultimate decision will not only involve lifting the "freeze" but, at the same time, resolve other closely related problems.

STATEMENT BY COMR. HENNOCK:

I am keenly aware of the intense interest in the progress of television shared by members of the public generally, and especially the families contemplating purchase of a television set, by manufacturers and by station licensees.

But I am aware also of the many problems that exist as to the future status of black-and-white television, color television, both in the present very high frequency bands and the proposed ultra high frequency bands, and the multitude of other questions which must be solved to insure the finest development of this great new art for as many people as possible. I feel strongly that these questions must be carefully deliberated and thoughtfully answered in the manner which Congress has prescribed, by the orderly conduct of rule-making proceedings in accordance with the Administrative Procedure Act, 5 U.S.C. Sec. 1003.

We are now in the midst of such proceedings, in which all interested persons are being afforded a full opportunity to participate, present their views, and offer technical information, and are in a position to issue a further notice of proposed rule making looking toward an early solution of these difficult problems which confront us. And I feel that we must patiently continue to move forward in this orderly manner with confidence that we are performing our duty conscientiously and in a way which will, in the end, supply the fullest answers with the most adequate protection for the interests of the public. We should not falter in that purpose. I therefore believe that this public notice is premature.



GEN. DWIGHT D. EISENHOWER, while resting at Augusta (Ga.) National Golf Club, was luncheon guest of participants in the second annual Augusta radio-newspaper golf tournament. Here the general (third from left) is shown with players representing three of Augusta's stations and one of its newspapers. L to r: Donald M. Kelly, WGAC commercial manager; Gainer Bryan, Augusta *Chronicle*; Gen. Eisenhower; Eileen Stulb, WBBQ sales representative; J. R. Owens, WRDW salesman, and J. B. Fuqua, WGAC vice president-general manager.

DEFAMATION

Calif. Bill Pushed

RELIEF for California radio and television stations from possible defamation suits resulting from political broadcasts was forecast last week with expected State Senate passage of SB 493, following "do pass" approval of the upper houses' judiciary committee.

Presentation of this legislation to the legislature was accomplished by the California Broadcasters Assn. in the shape of the measure arranged by Donn Tatum, Don Lee vice president and general counsel, as well as CBA counsel.

The bill covers four prime points:

(1) It provides that a station is not liable for any defamatory matter broadcast by some person other than the owner, his agent or employe if the station alleges it could exercise no control to prevent same. (2) Any defamatory matter broadcast via a network program is not the responsibility of each station carrying the comment but rather the responsibility of the station and network originating the program. (3) No station shall be held liable for defamatory material uttered in a political broadcast since the station is restrained from censoring such broadcasts by the FCC. (4) Radio is defined to include television.

KWOC-FM Poplar Bluff, Mo., currently is serving as feeder station for Griesedieck Bros. baseball network for St. Louis Cardinals broadcasts.

Tower Sites

(Continued from page 29)

could be reached in order to avoid indefinitely protracted hearings on the entire plan.

Television and FM spokesmen in particular considered the lifting of this ceiling essential to success of the plan.

Broadcasting representatives won their drive for exact limitations on the specified areas wherein towers below 500 feet (or whatever height is finally set) would require approval. And it was made clear that in no event would towers not exceeding 170 feet above ground need either aeronautical study and approval or painting and marking, unless located in airport and airport approach areas.

The conferees also accepted NAB's proposal for a "grandfather clause" specifically exempting existing towers (and those authorized before the standards go into effect), except insofar as the new criteria lessen present requirements for lighting and painting. Nor would existing towers be affected by future changes in standards or relocation of airports.

Among the procedures recommended in the conference, the proposal considered most likely to draw ACC disapproval was one whereby the Regional Airspace Subcommittees, which would make the initial studies on sites requiring special approval, might grant approvals without further clearance in the ACC structure.

Military representatives felt this provision would be contrary to established military procedure. If they persist there seemed little likelihood that the ACC would approve it, since (1) ACC has military representation, and (2) ACC generally operates only by unanimous vote.

The regional groups act under the Washington Airspace Committee, which is part of the ACC structure.

The procedures recommended at the conference, subject to editorial revisions before submission to ACC, are as follows:

1. Applications requiring aeronautical study will be forwarded to the appropriate Regional Airspace Subcommittee.

2. The regional secretariat would undertake to secure informal clearance. Except in unusual circumstances, this should be completed within 30 days. The applicant would be notified when the informal-clearance queries were sent out.

3. If informal clearance is obtained, the case will be returned to FCC without further action and the applicant will be notified by the secretariat.

4. If informal clearance is not obtained, the case will be placed on the agenda for the next regular meeting of the regional subcommittee.

5. When the case is considered by the regional subcommittee, (a) the applicant will be expected to appear and explain full details of his choice of site and the necessity for the proposed tower; (b) objectors will be required to appear in person and explain in detail the reasons for their objections (objectors should appreciate that in event of failure to reach agreement they should be prepared to testify in any subsequent legal proceedings and fully justify their objections).

6. If the objections are resolved as a result of the meeting, the case will be forwarded to FCC as approved and the applicant advised by the secretariat.

7. If the case is not resolved at the regional level the complete record will be forwarded to the Airspace Subcommittee [in Washington], where additional efforts will be made to reach a solution.

8. If no solution is reached in the Airspace Subcommittee the case will be forwarded to higher levels of the Air Coordinating Committee (Technical Division, ACC itself, and the President).

9. If no solution is obtained and the applicant elects to go to hearing before the FCC, the aviation interests will supply such witnesses as may be necessary to fully set forth their position in the formal record, which will be used by FCC in reaching a decision and on which the review of the courts will be based.

Authorities felt that as a practical matter Step No. 8 would be used rarely if at all. If the Airspace Subcommittee in Washington was unable to approve the case, they said, the applicant would be given a choice of asking for immediate FCC hearing or pushing on through the higher levels of the ACC. It was pointed out that the applicant could ask for FCC hearing at any point.

Officials emphasized that the FCC retains in all cases the final authority for approving or disapproving antenna sites.

FCC Comr. E. M. Webster and Edwin L. White, chief of FCC's Aviation Division, were in charge of the conference. Principal broadcasting participants included Mr. Howard and Attorney Vail Pischke of NAB; Mr. Gillett; Thad H. Brown, attorney for TBA; Raymond F. Guy, manager of radio and allocations engineering for NBC, and Frank G. Kear and Dixie B. McKey, consulting radio engineers.

ACKERMAN

Gets Added Duties at CBS

HARRY S. ACKERMAN, CBS vice president and director of network programs, Hollywood, has been given additional duties as program director of CBS-TV on the West Coast.

Mr. Ackerman, who became a vice president last Feb. 16, assumes added duties immediately. The post was created in anticipation of an increase in CBS television network program originations in Hollywood, it was said.

BAB PLANNING

Mitchell Readies Operations

BROADCAST Advertising Bureau, NAB's new sales promotion adjunct, goes into formal operation June 1 under Director Maurice B. Mitchell, though it actually has been functioning for some weeks as the Dept. of Broadcast Advertising. The department expires May 31.

Nearing completion is a slide presentation describing the advantages radio gives the advertiser. This new sales weapon promotes all types of aural station operation. It is to be ready by July.

Among BAB's projects will be a regular bulletin. This probably will be a four-page news letter giving sales tips and reviewing media developments.

Research will start immediately on a revised list of dealer cooperative material. BAB plans to get its information swiftly, and then get it into station hands as quickly as possible. This will be followed by recapitulations and detailed material.

Already BAB has contacted two prominent manufacturers to explain the advantages of spot advertising and discuss different ways of using the broadcast medium. This will be a regular type of BAB activity.

Special insignia to provide high identity for BAB material will be developed. BAB is planning to work closely with station representatives.

Mr. Mitchell returned to Washington from New York last week. He looked over possible BAB headquarters sites with C. E. Arney Jr., NAB secretary-treasurer, among them the BMB offices at 270 Park Ave. A plan to adapt this suite for BAB was being considered late last week.

Meeting of the BAB Policy Committee is tentatively scheduled in late June. Committee chairman is Robert D. Enoch, KTOK Oklahoma City. The new Sales Manager Executive Committee (see committee story on page 29) is to meet the following two days, with the policy group participating.

SHARE-TIME

FCC Clarification Sought

CONCERN as to just what FCC means in its proposal to ban new share-time or specified-hours AM stations has been expressed by about a dozen existing stations in comments filed by deadline last Monday.

Under the proposed new rule the Commission would grant no new part-time operations but would take no action regarding existing stations in this category [BROADCASTING, April 18]. However, the Commission in its notice accompanying the proposed new rule stated it would also forbid existing share-time stations to make any changes in their operations.

The briefs in general questioned the latter interpretation of the proposed new rule and sought clarification of the matter. Most held that if the interpretation was correct the existing share-time stations were being unjustly penalized. It was pointed out they would be prohibited from merging, improving their facilities and making other improvements.

Among those filing comments were: KPPC Pasadena, Calif.; WSBC, WLS, WENR and WAIT all Chicago; WNOW York, Pa.; WIBW Topeka, Kan.; WBNX New York; WFAA Dallas; WBAP Fort Worth; WHAT Philadelphia.

770 KC

KOB Gets Extension

FURTHER extension of KOB Albuquerque, N. M., special service authorization for 50 kw day, 25 kw night on 770 kc was granted last Thursday by FCC to Sept. 1. Coincidentally the Commission also denied petition by ABC, in behalf of WJZ New York, opposing further extension of the SSA.

Licensed on 770 kc with 50 kw fulltime as a Class I-A station, WJZ also asked dismissal of KOB's long-pending applications for permanent assignment on that channel. This the Commission likewise denied.

The WJZ petition was filed early last week to request relief sought in several other petitions filed as early as 1945 and just acted upon and denied by the Commission in March [BROADCASTING, March 28] WJZ charged the present KOB operation constitutes misuse of 770 kc and nonuse of 1030 kc. KOB is licensed for 10 kw operation on the later facility but because of interference to WBZ Boston it has been allowed by the Commission to use 770 kc since 1941.

The New York ABC-owned station said the hearing record on the KOB application is out of date, incomplete and technically inadequate. It also was pointed out that KOB before it sought its SSA for 770 kc had represented it could operate satisfactorily on 1030 kc since the areas of WBZ it would affect already receive interference from other sources.

FITCH SOLD

Grove Labs Buys Firm

GROVE LABS, St. Louis, has bought the F. W. Fitch Co., Des Moines, Iowa, effective June 1, it was announced last week by James H. Grove, president.

The Fitch firm discontinued its *Fitch Band Wagon* on NBC, Sundays, 7:30-8 p.m. about nine months ago.

Grove will immediately assume management of the Fitch plants at Los Angeles; Jackson, Miss.; Bayonne, N. J., and Toronto. The Fitch products include Fitch's Dandruff Remover Shampoo, Fitch's Creme Shampoo and Fitch's Ideal Hair Tonic. It is estimated that the total sales volume for the expanded Grove Co. will now be in excess of $12 million annually.

KPRC PROGRAM

To Assist Texas Parolees

KPRC Houston and the Rotary Clubs of Texas are collaborating with the Texas Prison System in a unique campaign to rehabilitate parolees who leave prison with good records, Jack Harris, KPRC general manager, has revealed.

Beginning June 4 the station will air a weekly series of programs titled *Thirty Minutes Behind the Walls* and featuring prison talent. Prisoners' records and job qualifications are to be reviewed, and listeners will be asked to find them jobs. Program will emanate each Saturday at 6 p.m. from the central prison unit at Huntsville.

The series will be offered to Rotary Clubs throughout the state if it becomes effective and KPRC will make transcriptions for use by other Texas stations, according to Mr. Harris. Sale of the series will be handled by the state's Rotary Clubs which will sponsor the overall job placement rehabilitation program.

590 KC DISPUTE

WOW Hits KCSJ Stand

INTERFERENCE DISPUTE between WOW Omaha and KCSJ Pueblo, Col., heightened last week as WOW petitioned FCC to strike the Pueblo station's request to reconsider and set for hearing the WOW license renewal, granted in latter April.

WOW initially had asked FCC to require KCSJ to use its nighttime directional array during the day also to protect WOW from alleged interference. KCSJ is assigned 1 kw fulltime on 590 kc, directional night, while WOW is assigned 5 kw fulltime on that frequency.

In early April WOW also petitioned FCC for hearing on KCSJ's license renewal application because of the interference problem. FCC has not acted on the petition but extended KCSJ on temporary license from May 1 when its regular license expired. KCSJ thereupon asked FCC to reconsider its renewal grant to WOW because of alleged interference at Pueblo. KCSJ pointed out both stations were on equal terms since renewals are like new applications according to the Communications Act.

WOW last week charged that KCSJ in its petition had abandoned the position assumed to acquire its initial grant. The Omaha outlet said KCSJ had acquired its facilities upon representing it would not cause interference to any existing outlet and that the new station would be in the public interest despite any interference it might receive from existing stations.

U. OF MICHIGAN'S new WUOM studios are expected to be in operation before opening of fall term.

MEDIA REPORT

ASNE Unfavorable to Radio

SLIDE film presentations, "This Little Product Goes to Market," produced by the Bureau of Advertising of American Newspaper Publishers Assn., was presented Thursday at a luncheon meeting of the Statistics-Methods, Presentation and Use Group of the New York chapter of the American Marketing Assn., at New York's Hotel Shelburne.

Announced as "a highly competitive job, showing how newspapers use market research material to sell against radio, magazine and television," the film turned out to be a fine example of free-style statistical juggling. Network radio's potential circulation is pared down to the average audience at an average time on an average evening; magazine circulation figures are analyzed and restacked to show that many families get none at all while others get so many they can't possibly read them all.

But newspapers, says ANPA, reach "practically all the homes in your market." To prove it the presentation cites "a typical American city" whose daily newspaper gives "a family coverage of 92.7%" which, the bureau adds, is "typical of newspaper coverage performance." That concludes the analysis of newspaper circulation figures.

John Shepard of *Esquire*, chairman of the group, introduced the presentation with an explanation that it was intended for showing by individual newspapers or newspaper chains to groups of manufacturers' salesmen, distributors and dealers. John Ottinger, director of promotion of the bureau, delivered the talk accompanying the film in the absence of Art Hall of the *Milwaukee Journal* who had been scheduled as speaker.

AHLERT REPORTS

On ASCAP's Wide Use

PRESIDENT Fred E. Ahlert of ASCAP told the National Press Club in Washington last Tuesday that in 1948 "radio alone reported 31,674,225 single separate uses of our members' music, involving some 500 stations, over the four major radio networks alone."

This total, he said, "leaves out of account 2,536 independent radio stations, 33 additional radio networks, and 20-odd thousand hotels, restaurants, bars, dance halls and other places where music is performed for profit."

Mr. Ahlert spoke at a luncheon which featured Oscar Hammerstein 2nd and Richard Rodgers and their music from the Rodgers-Hammerstein productions "Oklahoma" and "South Pacific." Vocalists, with Mr. Rodgers at the piano, were Kyle MacDonnell and Earl Wrightson of the NBC television network show, *'Round the Town.*

THEATRE TV

Ready for Public FCC Told

THEATRE TELEVISION has advanced far enough to "warrant its introduction to the American public as a new medium of entertainment," 20th Century-Fox Film Corp. told FCC last week in a progress report on its experimental station KA-2461 in New York.

The film company also felt that color TV, in view of the magnitude of the problems and investment involved, possibly "could be made available to the general public in the theatre long before it could be proven feasible for home reception."

"It is believed that both the sequential and the simultaneous methods of color television, as applied to theatre projection, are deserving of serious consideration and experimentation," the report declared. It was filed through Welch, Mott & Morgan, Washington attorneys for the film firm.

The report, prepared under the direction of Earl I. Sponable, 20th Century's director of research, expressed the view that theatre TV, although ready for public introduction, will continue to need experimentation. The major conclusions:

1. The quality of a television picture having a total of 525 scanning lines per frame and a horizontal resolution in excess of 600 lines, with good contrast ratio, will approach that of 35mm professional motion picture film, provided there is good half-tone reproduction, accurate line interlace, and a specified minimum of geometric distortion. Such a value of horizontal resolution would require a video band pass of between 7 and 8 mc.
2. Considering the many improvements that have been made during the past year in the image-orthicon type of television camera tube, and in operating techniques, and with the promise of further improvement, it appears that the generation of a theatre television picture of suitable quality is not only possible but practical.
3. Considering the size and complexity of equipment and reliable propagation characteristics, it appears that that portion of the radio spectrum between 6,000 and 10,000 mc would be the most adaptable for theatre television use. In this connection, a channel band width of 25 mc would appear to be sufficient for the transmission of an 8 mc signal by FM.
4. The direct projection method of large screen theatre television has now reached a stage of development which warrants the design of commercial equipment for theatre installation and operation. It is believed that a multiple point-to-point intra-city distribution system of theatre television could be established for such an operation with a minimum of two channels and that separate channels would not be required for each point-to-point link.
5. Although the film storage method of large screen theatre television has a number of advantages over the direct projection method and must be included in any complete system, there exist in that system certain fundamental difficulties in tone reproduction which are yet to be resolved. Furthermore, there continues to be the serious problem of conversion from the 30-frame-per-second television system to the 24-frame-per-second motion picture standard.

CHARLES GLETT

To Head Don Lee Video

CHARLES L. GLETT, managing director of the Motion Picture Center in Hollywood and previously vice president in charge of David O. Selznick production and studio operations, was named over the week-end to the newly created post of vice president in charge of television for Don Lee Broadcasting System.

The appointment is effective June 7, according to a joint announcement by Lewis Allen Weiss, Don Lee board chairman and Willet H. Brown, Don Lee president. In making the announcement, it was pointed out that Mr. Glett is familiar with all phases of the motion picture business from financing through production and distribution.

During the war he was a major in the Signal Corps, serving as chief of the operations branch, western division, supervising the work of 25 active film production units which turned out a total of more than 500 pictures. These films were primarily concerned with military training and psychological indoctrination.

Before entering the service he was vice president of the Myron Selznick Agency, a talent firm representing actors, directors, producers and writers in the motion picture field. Upon death of Mr. Selznick, he was elected president by the executors with leave of absence for war service.

A native of New York City, Mr. Glett has been in the motion picture business since the age of 18. He has been in production, distribution, management, with many companies in addition to considerable activity in the industrial motion picture field.

KLAC(TV) SUIT

Judge Favors Station

INVASION of privacy was not apparent in the cases of the three divers suing KLAC-TV Hollywood, Los Angeles Superior Court Judge William B. McKesson, said May 24 [BROADCASTING, April 4]. However, he gave their attorney 20 days to restate their claims in greater detail, after which the court will decide upon the complaints as amended.

The action sprang from a telecast of a water show for charitable purposes last September for which the three divers received no compensation. The station had obtained approval from the promoter and had offered the event as a public service telecast in support of the charity involved. The divers each lodged a $2,500 suit against KLAC-TV charging invasion of privacy.

EDGAR SISSON

Joins N. W. Ayer

EDGAR G. (Ted) Sisson Jr., vice president and director of radio for Pedlar & Ryan, New York, for the past 11 years, has resigned to join N. W. Ayer & Son, New York. He becomes director of radio and television programming effective June 15. Mr. Sisson will be responsible for the creation and production of programs in both media.

Mr. Sisson

Wilfred S. Roberts, assistant to Mr. Sisson at Pedlar & Ryan, will be promoted to director of radio and television.

Whirlpool Campaign

NINETEEN HUNDRED Corp., St. Joseph, Mich., for its Whirlpool line of home laundry equipment, begins a radio and TV distributor and dealer cooperative campaign in the fall on stations in major markets. Agency—Beaumont & Hohman, Chicago.

TV INSTITUTE

Publicists Convene in L. A.

A TELEVISION package is only as good as its price, in Los Angeles, Harry Witt, general manager of KTTV (TV) Hollywood, advises the first session of the second annual Television Institute of the Screen Publicist Guild in Hollywood May 26.

It may be the greatest idea, he said, but if its price places its commercial possibilities beyond any Los Angeles sponsor, its chances of acceptance are small, if any. But he did point out that with the establishment of kinescope operations in Hollywood by CBS, it would become possible for the network to consider programs which KTTV as a station could ill afford.

Walter W. Boone, business manager of KNBH (TV) Hollywood, likewise underscored the station problems of budget in programming and said that package costs had to be held down since in many cases expenditures surpass income. And he warned that television salaries for all types of work were most unlikely to approach wages paid by the movie industry. But he added that television afforded the people who work in the field a greater job stability than has ever been the case in the movies.

Paul Mowrey, ABC director of television, covered the outlook of television nationally with particular emphasis on developments in the East. On Hollywood's place in the national scene, Mr. Mowrey said that ABC had plans to develop programs in Hollywood as well as in other cities where the network owns stations. Those from Hollywood, he said, would be kinescoped for showing in the East and Midwest.

Harry Lubcke, Don Lee technical director and president of the Academy of Television Arts & Sciences, expressed the belief that Hollywood had the most rightful claim to being the center of television. But he warned that Hollywood would not become the "television capital of the world" merely by wishful thinking. He said it would take convincing and added that the movie people had a stake in putting this fact across.

Mr. Witt also felt that Hollywood today offered the national advertiser an excellent experimental laboratory for television. This, he explained, springs from the fact that the cost of television time in New York is already too costly for experiment whereas the rates cards of stations in Los Angeles still make it possible for experimentation with program formats.

DRUG CHAINS

Take DuMont Time

DRUG STORE Television Productions, a newly formed association of the country's major drug chains, will sponsor *Cavalcade of Stars* on the DuMont TV Network, starting June 4. Scheduled for Saturday, 9-10 p.m., the show will feature Comedian Jack Carter as emcee, and guest talent. The talent budget was said to be $8,000 weekly.

The program, to be viewed in New York, Chicago, Detroit, Cleveland, Buffalo, Philadelphia, Baltimore, Pittsburgh and Washington, will be sponsored by a different drug chain in each city "in cooperation with Drug Store Television Productions." Local cut-ins will be used to identify specific sponsors.

Drug chains participating in the presentation include Whelan Drug Stores, Walgreen Drug Stores, Liggett Drug Stores, Nevins-Sun Ray Drug Co., Reade's Drug Stores, Harvey & Carey Drug Stores, Cunningham Drug Co. Gray's Drug Stores, Sun Drug Co., and People's Drug Stores. The chains represent a total of more than 800 stores.

Stanton B. Fisher Inc., New York advertising agency, is handling the program, which is being supported locally by extensive newspaper advertising, publicity and store promotion. The campaign is implemented with copy, mats and other material.

Giese Named V-P

GEORGE H. GIESE, who has been associated with McCann-Erickson for the past four and a half years, has been appointed vice president and director of the agency's international division. The division comprises 13 offices in Europe and Latin America and a foreign department in New York. George H. Smith Jr. continues as manager of the latter department.

KMAC, KISS UP
Davis Outlets Raise Power

NEW 5 kw transmitting plant using four towers in a directional array has been installed by KMAC San Antonio, Tex., at a cost in excess of $200,000, station reports. KMAC changed frequency and increased power May 18, moving from 1240 kc to 630 kc with a power increase from 250 w to 5 kw.

In conjunction with KMAC's increase, its FM affiliate KISS upped power to 50 kw on Channel 258 (99.5 mc). KMAC's four towers—three are 305 feet high and the fourth 522 feet—are located about 11 miles southeast of San Antonio. The six-bay antenna for KISS is mounted atop the 522-foot tower. Equipment was installed by Graybar Electric Co., General Electric Co. and Gates Radio Co. under the supervision of Charles I. Brady, KMAC chief engineer.

The power increase will enlarge KMAC's coverage to approximately 1,255,179 people in its primary service area with a total of 369,170 radio homes, according to station spokesmen. The station is affiliated with MBS and the Texas State Network. KMAC and KISS are owned by Howard W. Davis, who also serves as general manager.

PROGRAMS ABROAD
FCC Relaxes Rules

RELAXATION of rules to allow informal applications rather than formal requests to be made for authority to transmit programs abroad has been proposed by the FCC. Informal application could be made provided the program had been or would be aired also in the U. S.

The Commission in announcing the proposed rules amendments said it is obvious that if a licensee or permittee has been found qualified to broadcast programs in this country, he would be qualified to originate the same programs for transmission to a foreign country for broadcast there. Comments are invited by June 30.

Sec. 325(b) of the Communications Act requires that proper application be made to FCC for authority to transmit programs to a foreign station which can be received consistently in the U. S., the notice pointed out. The new informal requests proposed would be acted upon by the FCC's secretary instead of the Commission itself. Where programs are originated for foreign use and not broadcast in the U.S., permission still will have to be obtained from the Commission through use of formal Form 308 as heretofore.

WSTC and WSTC-FM
STAMFORD CONN.
"The Gateway to New England"
ABC Affiliate
Representatives: J. P. McKINNEY & SON

Happy over facility changes of his stations, KMAC and KISS, is Owner-General Manager Davis.

WEOL LABOR
12 Walk Out in Protest

CHARGES and counter-charges have been made by employes and management of WEOL Elyria, Ohio, concerning a protest work-stoppage by 12 employes who left their jobs May 10, signing the station off the air. Broadcasts were resumed in about 24 hours.

Spokesmen for the employes involved said the operating interruption was a protest against unjustified dismissal of several other employes. The only means to secure minimum employe benefits, a matter which they said had been unsettled for eight months despite an understanding the problems were being considered by station management, also prompted the action.

WEOL said the walk-out and station sign-off occurred without any advance notice and that not once had employes asked officers of the station for discussion of working conditions. WEOL further alleged that technical equipment had been tampered with to keep the station off the air.

The station said that it was continuing to receive advertising support. The management will continue, the statement said, "to treat its employes in a fair manner and is ready and willing, at any time, to discuss any grievance which an employe might have."

VOCM St. John's, Newfoundland, will temporarily operate new RCA 1 kw transmitter on 1320 kc, and move to another frequency at a later date, VOCM management reports.

RCA INSTITUTES, INC.
A Service of Radio Corporation of America

The oldest and recognized as one of the leading Radio Schools in America offers its specially trained Radio and Television technicians to the Broadcast Industry. (Our graduates have 1st Class Telephone License.)

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Address: Placement Manager
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Commercial

RICHARD D. HEATH, formerly commercial manager of KTAR Phoenix, Ariz., and more recently president of Sun Country Broadcasting Corp., has been named commercial manager of KPHO Phoenix, effective June 1. Mr. Heath is presently managing director of Arnold Adv. Agency.

DON J. LYNCH, account executive with WHHM Memphis, has been named commercial manager. He has been with station since it began Aug. 1, 1946. He previously was with WJBO Baton Rouge, La.

Mr. Lynch

JACK DAVIS has been appointed manager of New York office of W. S. Grant Co., station representative.

MARVIN WEISS, former newspaper advertising salesman in Chicago, has joined sales staff of WMOR (FM) Chicago.

JAMES CRAWFORD has joined sales staff of WPEN Philadelphia.

CARL OWEN has been named assistant commercial manager of WCAU Philadelphia. He has been with station for past eight years.

LOU AIKEN, newscaster of WINX Washington, has been named commercial manager of WCFM (FM) Washington. He joined WINX after war, interrupting service there for turn at KURV Edinburg, Tex. Previously he had been at KMOX St. Louis, WSM Nashville and WLW Cincinnati.

RA-TEL REPRESENTATIVES, Inc. has been appointed by WIBX Utica, N. Y., as spot sales representative for the mid-west and south. Firm's Chicago, Dallas, Oklahoma City and Atlanta offices will serve station. Representatives for WIBX remain same in following areas: Greater New York and Philadelphia, **HELEN WOOD & COLTON**; New England, **BERTHA BANNON**; West Coast, **WALTER BEDDICK.**

WTTG (TV) WASHINGTON has issued its Rate Card #4, effective June 1. Basically, new schedule will affect only five-minute and announcement rate, other time charges remaining as listed in Rate Card #3.

LARRY KRASNER of Forjoe & Co., Los Angeles, station representative, is the father of a boy, Kenneth.

WEEK
WSCR
WTOD
WBOW
WARD
Don't take our word for it . . .
Check with any one of the many stations who have already taken advantage of the American plan to get thousands of beautiful, custom-made picture albums distributed throughout their broadcast area at no cost to them or their listeners. It's a "good deal" with a provable record of building audience and new accounts.
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121 N. Washington St., Peoria 2, Illinois

ACTIONS OF THE FCC

MAY 20 to MAY 27

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**

STA-special temporary authorization **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new-station and transfer applications.

May 20 Decisions . . .

ACTIONS ON MOTIONS

(By Commissioner Webster)

Overlook Hills Development Co., Steubenville, Ohio, and Weirton Bcstg. Co., Weirton, W. Va.—On joint petition dismissed application of Overlook Hills without prejudice; granted leave to amend Weirton application to show new stockholders and use 1 kw unl. DA; removed Weirton application from hearing.

Wheeling Bcstg. Co., Wheeling, W. Va.—Accepted amendment to show increase to 1 kw DA, and revised financial information; removed application from hearing.

WSAZ Huntington, W. Va.—Accepted amendment to show revised estimate of construction costs.

WKAN Kankakee, Ill.—On petition dismissed application without prejudice.

KJAY Topeka, Kan.—On petition dismissed application for mod. CP without prejudice.

Cushing Bcstg. Co., Cushing, Okla., and Payne County Bcstrs., Cushing, Okla.—Continued hearing on applications from June 6 to July 26 at Cushing.

WHDH Boston, and KOA Denver, Col.—Continued hearing from May 25 to June 22 at Washington.

WRRF Washington, N. C.—Accepted amendment to show change in height of one ant. tower.

WTNB Birmingham, Ala.—Accepted late appearance in proceeding on application of KOA Denver.

Surety Bcstg. Co., Charlotte, N. C.—Granted removal from notice of hearing that portion of Issue No. 1 relating to legal qualifications.

Baranof Enterprises Inc., Sitka, Alaska—Accepted amendment to specify trans. site to be determined, to show revised information on costs and financial status.

Robert F. Wolfe Co., Fremont, Ohio—Accepted amendment to show new trans. site, revised DA, and removed application from hearing.

WWST Wooster, Ohio—On petition, continued hearing from May 31 to June 16, at Washington.

Whittier Bcstg. Co., Whittier, Calif.—On petition dismissed application without prejudice.

Jose Bechara Jr., Mayaguez, P. R.—On request dismissed as moot petition for reconsideration of action of Dec. 22, 1948 on application for additional time to construct WKJB.

Central Bcstg. Co., Des Moines—On request dismissed as moot petition requesting Commission to reconsider grant of Cowles Bcstg. Co., FM CP at Des Moines.

Anthony Wayne Radio Co. Inc., Fort Wayne, Ind.—On petition dismissed application for assignment of license of WGL (Competing assignee).

WMIE Miama, Fla.—FCC set hearing on application for assignment of CP June 27 at Washington.

Radio St. Clair Inc., Marine City, Mich.—FCC continued hearing from June 1 to June 29.

Lake Bcstg. Co. Inc., Gary, Ind.—Passed over item on indefinite continuance of hearing set for June 2.

Highlands Bcstg. Co., Sebring, Fla.—Continued indefinitely hearing on application pending action on petition for reconsideration and grant.

WRIB Providence, R. I.—Same

KRKO Everett, Wash.—Same.

WSBA York, Pa.—Passed over item on indefinite continuance of hearing set for June 8.

WSNY Schenectady, N. Y.—Passed over item scheduling date for hearing on transfer of control.

Whittier Bcstg. Assoc., Whittier, Calif.—Granted continuance of hearing on application from May 25 to Sept. 14 at Washington.

WPOR Portland, Me.—On petition deleted Issues 1 and 3 in notice of hearing upon application continued hearing from June 6 to Sept. 12 at Washington.

May 20 Applications . . .

ACCEPTED FOR FILING

License for CP

License requested to cover CP new AM station: WFEC Miami, Fla.; WCPM Middlesboro, Ky.

Modification of CP

Requests for extension of completion date new FM stations: WKAX-FM Birmingham, Ala.; WTOC-FM Savannah, Ga.; KVOB-FM Alexandria, La.; WXHR Boston; WJZ-FM New York; WCOL-FM Columbus, Ohio; WCAU-FM Philadelphia; WJAR-FM Providence; KREL-FM Goose Creek; WLOW-FM Norfolk.

WCON-FM Atlanta—Mod. CP new FM station to change ERP to 91 kw, ant. height above average terrain to 1,075 ft.

KFUO-FM Clayton, Mo.—Mod. CP new FM station to change frequency to Channel 251 (98.1 mc).

WILK-FM Wilkes-Barre, Pa.—Mod. CP new FM station to change to Channel 241 (96.1 mc).

CP to Reinstate

WHSF Madison, Wis.—CP to reinstate CP new noncommercial educational FM station.

Modification of CP

Requests for mod. CP new commercial TV station for extension of completion date: WMAL-TV Washington, D. C., to Sept. 19; WJAR-TV Providence, R. I., to Sept. 15.

License for CP

KPIX San Francisco—License for CP new commercial TV station.

May 23 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KGMI Denver—Mod. CP new AM station for extension of completion date.

Shoulder Recorder

NEW TAPE recorder which swings from the shoulders like a photographer's camera case is making life easier for *Mutual Newsreel* (Mon.-Fri. 6:45-7 p.m.) radio reporters operating out of MBS offices in Hollywood and New York. Freeing newsmen from heavy bulk equipment which previously had limited their movements, the new 12-pound recorder carries a one-inch, specially designed microphone, easily pinned to a lapel or sleeve, which picks up the material for recording purposes.

License for CP

KSAL Salina—License for CP new AM station for increase in power etc.

KBRZ Bryan, Tex.—License for CP new AM station.

AM—910 kc

Missouri Basin Bcstg. Co., Minot, N. D.—CP new AM station 910 kc 1 kw D AMENDED to request 910 kc 1 kw unl. DA-N, and change stockholders.

License Renewal

Requests for license renewal AM station: WEBJ Brewton, Ala.; WCOV Montgomery, Ala.; WCRW Chicago; WEDC Chicago; WEBQ Harrisburg, Ill.; WTAX Springfield, Ill.; KFOR Lincoln, Neb.

Modification of CP

Requests for extension of completion date new FM stations: KMFM Monroe, La.; WCLC-FM Clarksville, Tenn.; WHHM-FM Memphis, Tenn.; WBLK-FM Clarksburg, W. Va.; WPAR-FM Parkersburg, W. Va.

WKNE-FM Keene, N. H.—Mod. CP new FM station to change to Channel 282 (104.3 mc).

KRON-TV San Francisco—Mod. CP new commercial TV station to change ERP from 16 kw vis. 8 kw aur. to 14.5 kw vis. 7.7 kw aur.

WWJ-TV Detroit—Mod. CP new commercial TV station for extension of completion date to Sept. 15.

May 24 Decisions . . .

BY THE SECRETARY

KVAI Amarillo, Tex.—Granted license new AM station and specify studio location 940 kc 1 kw DA unl.

KNAL Victoria, Tex.—Granted license new AM station 1410 kc 500 w D.

WUSJ Lockport, N. Y.—Granted license new AM station 1340 kc 250 w unl.

WBRM Marion, N. C.—Granted license new AM station 1250 kc 1 kw D.

KMUW Wichita, Kan.—Granted license new FM noncommercial educational station Chan. 206 (89.1 mc), 10 w, 110 ft.

WGAU-FM Athens, Ga.—Granted license new FM station Chan. 258 (99.5 mc), 4.4 kw, 258 ft.

KOKX-FM Keokuk, Iowa—Granted license new FM station Chan. 274 (102.7 mc), 3.7 kw, 330 ft.

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See TAYLOR-BORROFF

WDYX—FM 12,000 WATTS DUPLICATION

—WORD— OF SPARTANBURG

ABC SERVING THE HEART OF THE PIEDMONT CAROLINAS

WCAC Anderson, S. C.—Granted license new FM station Chan. 266 (101.1 mc) 41 kw, 375 ft.

WHLC Near Kingstree, S. C.—Granted mod. CP approval ant., trans. and studio locations.

KTKT Tucson, Ariz.—Granted mod. CP approval of ant. and trans. location.

WSFL Springfield, Mass.—Granted mod. CP change trans. location.

WGTN Georgetown, S. C.—Granted mod. CP approval ant., trans. and studio locations and change type trans.

WMUU Greenville, S. C.—Granted mod. CP approval ant. and trans. location and change studio location.

Following were granted mod. CPs for extension of completion dates as shown: WBAB Atlantic City, N. J., to 9-15-49; WPRA Mayaguez, P. R., to 8-19-49; WPTF Raleigh, N. C., to 8-1-49; WMAZ-FM Macon, Ga., to 11-28-49; KBTR Minneapolis, to 7-9-49; KFPW-FM Fort Smith, Ark., to 8-15-49; WHAT-FM Philadelphia, to 12-10-49; WJNO-FM West Palm Beach, Fla., to 9-6-49; WBIB New Haven, Conn., to 9-30-49; WREV Reidsville, N. C., to 12-8-49; WMFD-FM Wilmington, N. C., to 9-1-49; WDBO-FM Orlando, Fla., to 9-14-49; WEST-FM Bethlehem, Pa., to 12-15-49; WFIL-TV Philadelphia, to 9-30-49; WTTV Bloomington, Ind., to 10-15-49; WHAM-TV Rochester, N. Y., to 12-5-49; KMTV Omaha, Neb., to 10-31-49; WKTV Utica, N. Y., to 9-30-49; WBML Macon, Ga., to 6-18-49; WROW-FM Albany, N. Y., to 11-25-49; WFMJ-FM Youngstown, Ohio, to 12-1-49; WHDH-FM Boston, to 6-14-49; KXYZ-FM Houston, Tex., to 12-15-49; WFDR New York, to 6-15-49; WEHS Chicago, to 12-1-49; WMOR Chicago, to 11-1-49; WBAB-FM Atlantic City, N. J., to 9-15-49; WELI-FM New Haven, Conn., to 10-10-49; WLYC Williamsport, Pa., to 9-7-49; KNBC San Francisco, to 9-1-49; WTXL Springfield, Mass., to 9-5-49; WMFD Wilmington, N. C., to 12-1-49; WFMJ Youngstown, Ohio, to 12-12-49; WMER Live Oak, Fla., to 6-15-49; WLTR Bloomsburg, Pa., to 9-14-49.

KLZ-FM Denver, Col.—Granted license new FM station Chan. 231 (94.1 mc), 5.3 kw, 300 ft.

WKYC Paducah, Ky.—Granted license new FM station Chan. 227 (93.3 mc), 32 kw, 490 ft.

WKTV (TV) Utica, N. Y.—Granted mod. CP change ant. and trans.

Central Bestg. Co., Area Davenport, Ia.—Granted license new exp. TV relay KA-3355.

KIHN Hugo, Okla.—Granted assignment of license from assignor partners O. A. Brewer, George Malone, A. M. Kerr, W. R. Wallace, and Elmer Hale to new corporation composed of above and W. E. Schooler.

KIBL Beeville, Tex.—Granted mod. CP approval ant. and trans. location, specify studio location and change type trans.

KRLD-TV Dallas, Tex.—Application for mod. CP to increase ERP to vis. 15.8 kw and aur. 7.89 kw and to make ant. changes granted in part with power maintained at present levels and ant. changed to 465 ft.

KING Seattle, Wash.—Granted license use old main trans. as aux.

KLZ Denver, Col.—Granted license install. aux. trans.

KKLA Los Angeles—Granted mod. license change studio location.

WGKV Charleston, W. V.—Granted CP mount FM ant. on AM tower.

WJAY Mullins, S. C.—Granted mod. CP change type trans.

(Continued on page 63)

DISTANT STUDIOS

WMAM's Far-Flung Branches

"THE LITTLE Station With the Big Wallop"—WMAM Marinette, Wis., and Manominee, Mich.—says it is living up to its slogan by setting a new record in long-distance broadcasting. Station Manager Joseph D. Mackin claims WMAM has branch studios farther away from the transmitter than any other station in the country.

From Manistique, Mich.—140 road or 110 air miles from the Twin Cities—the station receives a five-a-week, one-hour participation show on its "famous frequency" (another slogan) of 570 kc. A secondary studio there began operations May 9 after businessmen sought local identification with WMAM.

Mr. Mackin, after attending a dinner and organization meeting,

CONGRATULATIONS on WMAM's long-distance programming are given Mr. Frederick (seated) by Walter Nelson (l), president of the Manistique-Schoolcraft Chamber of Commerce. Manager Mackin(center)is pleased, too.

* * *

signed 28 local participation sponsors for the daily show, each for a 52-week contract. This is not the 250 watter's first experience with distant branch studios. For several years the station maintained a sub-operation at Iron Mountain, Mich., 75 miles away. The signal strength is received throughout the Upper Lakes area, which prompted the Manistique merchants to promote their own show. William Frederick is the branch manager. WMAM, affiliated with NBC, expects to increase its coverage-area soon when the FCC approves its application for 1 kw.

Radio Continuities

FEDERAL Trade Commission set aside 1,366 out of a total of 61,563 radio continuities examined during April for further study on the grounds they contained possible "false and misleading" advertising content, according to the commission's monthly report. Percentagewise, the figure represented about one half of 1% of all radio continuities examined.

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to

map a campaign

in

MILWAUKEE

FELIX MORLEY

Sunoco Editor Writes Book

FELIX MORLEY, foreign affairs editor on *Sunoco 3-Star Extra*, aired Monday through Friday at 6:45 p.m. on NBC, is the author of a new book, just released, titled *The Power in the People*. A study of American political ideas, the manner of their development and circumstances which governed their evolution, the book covers U. S. history from the colonial period to the present time.

A Pulitzer prize winner for distinguished writing while editor of the *Washington Post*, Mr. Morley has done newspaper work in the U.S., Europe and the Far East. He shares commentator duties on *Sunoco 3-Star Extra* with Ray Henle, editor-in-chief, and Ned Brooks, national affairs editor.

FRED A. PALMER

RADIO SALES TRAINING

WE ARE NOW in a postwar business decline comparable to that of 1920 following World War I. Empty shelves are pretty well filled. The next 6 to 12 months will see a great many business failures, including some radio stations (1 out of 4 in the red), because there are persons in business who lack ability and finances. The major trouble is SALES—a *weakened* sales department, *flabby* sales methods, *no* sales promotions.

WE HAVE HELPED MANY stations to train and re-establish a strong sales department . . . use a proven 10 Point Plan of Sales and SERVICE . . . use regular sales promotion to support the salesman's work. The WINNER *always* has a strong sales department. We can help you.

REGULAR RADIO SALES Training School held in Columbus, Ohio, last 3 days of each month.

SPECIAL SALES CLINIC conducted at your station by arrangement.

Fred A. Palmer

Post Office — Box 108 Worthington, Ohio
Telephone — Worthington 2-7346

News

JOHN F. HOGAN, first president of National Assn. of Radio News Directors, has been appointed Washington correspondent for WIDE Biddeford, Me.

STAN MATLOCK, former assistant national promotional manager of Frederic W. Ziv Co., Cincinnati, has been named to handle early morning news shows on WKRC Cincinnati. He succeeds BOB CASEY, resigned. Mr. Matlock previously was with WCKY Cincinnati.

Mr. Matlock

KILBOURNE A. HENRY has been appointed director of public affairs for KMOX St. Louis. He will handle public relations for station and will supervise farm, religious and educational programs and activities. He has been with KMOX since December 1948.

RUSTON E. MARSHALL, former news and special events director of WPAY Portsmouth, Ohio, has been appointed local news editor of WSTV Steubenville, Ohio.

RAY ARVIN has joined WREN Topeka, Kan., as director of news.

PHIL ALAMPI, WJZ New York; BILL GIVENS, WGY Schenectady; DON HUCKLE, WGR Buffalo, and BOB CHILD, FM Rural Radio Network, all farm program directors, have been selected as judges in competition to be held in conjunction with 1949 convention of American Assn. of Agricultural College Editors at Cornell U., July 6-9.

AL GORDON, news director of KFWB Los Angeles, is the father of twin girls.

BOB THOMAS, news editor of KEX Portland, Ore., has been initiated as professional member of Oregon chapter of Sigma Delta Chi, men's national professional journalism fraternity.

BILL DACEY, formerly with news room of KYW Philadelphia, has joined WCAU Philadelphia news staff, handling local news.

LARRY HAEG, farm service director of WCCO Minneapolis, is the father of a girl, Susan Ann.

STEPHEN FENTRESS, senior at Medill School of Journalism, Northwestern U., has been appointed by WGN-TV Chicago to serve one-year internship on television newsreel staff.

Armstrong Booklet

DAYTIME spot announcements and participating programs are suggested as profitable selling vehicles by Armstrong Cork Co. in its new promotion booklet, "Profitable Ways to Promote Armstrong's Veos Wall Tile." Prepared as an aid to tile contractors, the booklet devotes one entire section to radio advertising. Careful placement of spots is suggested for most efficient use of the media and a test campaign is recommended for firms using radio for the first time. Four pages of sample spots are included which may be adapted for use by the dealers.

RADIO NEWS

Praised by Rayburn

RADIO news out of Washington has proved "a great service and has helped out tremendously in the enlightenment of the people," House Speaker Sam Rayburn (D-Tex.) told Washington radio listeners May 20 on the occasion of the House Radio Gallery's tenth anniversary. He appeared as guest on Commentator Albert Warner's *Congress Today* on WOL Washington.

Speaker Rayburn paid tribute to the Gallery for its "splendid service" to House members and people throughout the nation. Similar congratulations were voiced in the House May 19, paying tribute to such early Gallery pioneers as Mr. Warner, Fulton Lewis jr., William McAndrew and Frank Morrison, and its present superintendent, Bob Menaugh. Gallery celebrated its aniversary with special broadcasts by Bill Coyle, Dave Brinkley, Baukhage, Robert McCormack, Leif Eid, Bill Shadel, George Reedy, Earl Godwin, Mr. Warner and others [BROADCASTING, May 16].

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PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Salesmen

Salesman wanted—1000 watt low frequency daytime station established over two years needs experienced, hardworking local salesman interested in making money on 20% non-sliding commission with drawing account. Large southeastern seaboard city with plenty of good local prospects. Box 127B, BROADCASTING.

Salesman—Idea man. East coast station looking for a good man to sell tough but good market. Draw against commission. Must have car. Tell all in first letter. No floaters wanted. Box 159B, BROADCASTING.

Salesman wanted—50,000 watt network affiliate in large eastern city. Offers splendid opportunity to capable, aggressive salesman with established record in local sales. Producer has unexcelled opportunity for substantial earnings. Send complete information including references and photo to Box 240B, BROADCASTING.

Small market New England station requires complete staff. Full details Box 272B, BROADCASTING.

Experienced radio advertising salesman wanted. Good salary and commission for producer. Write Radio Station KSPI, Stillwater, Oklahoma, giving experience, references, age and salary expected.

Salesman—1 kw network affiliate has immediate opening for experienced, steady man for local accounts. Excellent immediate billing now running and good prospect list. Vacancy due to promotion in organization. Send complete information, picture and references WFDF, Flint, Michigan.

Several parttime salesmen for metropolitan New York area. WKBS, Oyster Bay, Long Island. Call Glen Cove 4-5200.

WSKB, McComb, Miss.—now on 5000 watt power—has immediate permanent positions for two experienced salesmen. Write or wire for appointments in New York or New Orleans. Give full details.

Announcers

Wanted—Announcer with pleasing voice. Experience not essential. State particulars and salary expected. Box 134B, BROADCASTING.

Network affiliate southeastern area desires reliable, dependable announcer with selling voice. Some experience necessary. Immediate opening. Full details, disc, first letter. Box 234B, BROADCASTING.

Announcer with first class license can earn above-scale wage with aggressive newspaper-radio organization in Oregon. Real money for real ability. IBEW conditions. Bud Chandler, KFLW-ABC, Klamath Falls, Oregon.

ABC outlet under new ownership needs good announcer with first class ticket. Excellent salary. Send audition disc. James W. Campbell, General Manager, WFTC, Kinston, N. C.

Wanted—Combination announcer-engineer with emphasis on announcing. CBS station. Send audition disc. WGWC, Selma, Alabama.

Wanted—Combination announcer-engineer with emphasis on announcing. Chance to continue college education at Mississippi State College, WSSO, Starkville, Mississippi.

Good combination man needed for new thousand watt daytime station. We need you immediately. Airmail letter to Box 166, Roxboro, N. C.

Technical

Immediate opening for chief engineer. New 1000 watt station. All new equipment. Good pay. Address Box 226B, BROADCASTING.

Need three combination engineer-announcers. First class licenses for Georgetown, South Carolina. One to be chief engineer. Send disc, salary required. Full details first letter to Tom Morris, WDUK, Durham, N. C.

Help Wanted (Cont'd)

Wanted—Engineer, active amateur preferred. Car desirable. Send qualifications to Chief Engineer, KENE, Belen, New Mexico.

Production-Programming, others

"As the result of our recent classified ad in three issues of your magazine, we received, promptly, a number of very excellent applicants for the job. Congratulations to BROADCASTING for the industry's most effective means of securing the best of help quickly and conveniently. . . ." Frank V. Webb, General Manager, KFH, Wichita, Kan.

Wanted—Experienced copywriter-announcer by western 5000 watt CBS affiliate. Box 440, BROADCASTING.

Newsman. Experienced in all phases, including local, authoritative air presentation. Metropolitan station background necessary. Give complete information in first letter. Box 193B, BROADCASTING.

Program director. With proven record in same capacity at top rated station. Detail past positions, salaries, attach snapshot, and attach outline of what you consider duties and responsibilities of position to be. Large market, midwestern network affiliate. Box 194B, BROADCASTING.

Experienced news editor, good voice, also handle some continuity. State complete details and photo first letter. Southwest. Box 241B, BROADCASTING.

Combination morning man and program director with ability to write copy, for independent station near large eastern metropolitan city. Box 268B, BROADCASTING.

"Concerning our classified display of May 2, either every announcer in America wants to move to Florida or BROADCASTING is more compelling than TV. To date we have received some seventy replies and laggards are still drifting in." Robert R. Feagin, General Manager, WPDQ, Jacksonville, Florida.

Situations Wanted

Managerial

Successful manager—Ten years manager network affiliate plus broad experience all departments. Dependable career man. University graduate. Box 616a, BROADCASTING.

General Manager independent station 100,000 group city past 5 years; previously salesman, seeks larger opportunity. Box 923a, BROADCASTING.

Will invest $5,000 with services. Manager independent, major market, past 5 years. Previously salesman, network station. Must have payoff possibilities for know-how. Box 97B, BROADCASTING.

Organizational and administrative ability. Broad radio background. First class license. Economy minded. Efficient. Licensed attorney. Box 135B, BROADCASTING.

Manager, now holding good job, but prefer western climate. 12 years radio, all phases, net and independent. Accent on local and national sales. College grad, married. Box 137B, BROADCASTING.

Manager, executive assistant or business manager—over 12 years mature administrative experience in both large and small, network and independent stations. Have been successful owner-operator. Thoroughly familiar with all departments. Starting salary secondary to future and permanence. South preferred. Top industry references. Married. University degree. Box 188B, BROADCASTING.

Manager, experienced, with excellent sales record, sober and civic minded, wants permanent location as station manager west of Chicago. Remuneration based on guarantee and percentage. Could be available about July 1st. Size of station or town secondary to permanence and opportunity. Reply Box 250B, BROADCASTING.

Situations Wanted (Cont'd)

Manager—Sales manager, salesman. Experienced, good record, good references. Salary considered less important than opportunity. Box 190B, BROADCASTING.

Educated, aggressive, experienced 12 years all aspects radio. Desire problem station. Box 213B, BROADCASTING.

Successful commercial manager seeks position with progressive station where he can make small investment and work on bonus plan toward obtaining controlling interest. No market under 100,000. Box 219B, BROADCASTING.

Station owners. What's the difference between red and black? Answer: management—in the red? Get a manager who knows how. Available now. 18 years experience. Sober, family man. Top record. References. Will buy interest. Give details. Box 228B, BROADCASTING.

Station losing money? Experienced manager available. Broad radio and newspaper experience. Actively sell. Results guaranteed. Copyrighted programs, sales material now being used station nationally. Sober, dependable, family man. Commission or bonus arrangement required. Box 244B, BROADCASTING.

Manager successful operation desires change. Bonafide reasons. Excellent reputation. Proven outstanding record. Many years newspaper, radio and personnel experience. Family man. Desirous manager, assistant manager or sales manager position. Minimum ten thousand and incentive. Invite thorough investigation and interview then you be the judge. Box 256B, BROADCASTING.

Manager—Twenty years of experience fully substantiated by proven record and references. Excellent relationship with national timebuyers. Sound knowledge of local sales problems. Practical knowledge of all department operations. Married, hard working, strictly sober and experience wise. Can bring your station community leadership and assure profitable operation. Box 263B, BROADCASTING.

Salesmen

Salesman. Presently employed. Proven sales record. Southwest or northeast only. Box 209B, BROADCASTING.

Salesman, complete experience, ten years sales. Stable, congenial, civic minded, moderate, married. No high pressure. $70,000 sales last year. Can invest. No boomer. Six years here. Four years last job. Box 232B, BROADCASTING.

Successful announcer employed in executive capacity last three years by major network key station interested re-entering sales or advertising agency fields with reputable, above-average organization. Six years experience writing, production, announcing, promotion. Single, twenty-nine, ambitious, university graduate, reliable, full of ideas, would prefer midwest or west. Box 236B, BROADCASTING.

In first radio job, signed over $40,000 in eight months on 250 watter. Newspaper, advertising, promotion background. College trained, family man, 27, car. Strong on writing, servicing, sound selling. Want man-sized job where original ideas, tireless energy pay dividends. Box 260B, BROADCASTING.

Announcers

Announcer—Experienced all phases, strong play-by-play sports. Seeks AM deal with TV future. Top references, travel anywhere. Box 911a, BROADCASTING.

Combination announcer - engineer, single, hardworking, sober, best references. Box 131B, BROADCASTING.

Experienced sportscaster, play-by-play baseball, staff. Box 147B, BROADCASTING.

Announcer—Want steady job. 1½ yr. experience. Can operate board. College background. Specials in news and commercials. Veteran, married. Age 27. Box 205B, BROADCASTING.

Announcer — Experienced. Presently employed NY 1000 watt network affiliate. No specialist, just good all-round staff man, with emphasis on commercials. Northeast stations only. Disc on request. Box 208B, BROADCASTING.

Disc jockey-announcer desires position in Cincinnati or within 100 miles of Cincinnati; 4 years experience in all kinds of announcer, newscasting, programming, also studio control operation. I am 24, single, hard-working, dependable. Disc, photo, information on request. Box 214B, BROADCASTING.

Situations Wanted (Cont'd)

Experienced all phases. Preference: all-night disc show, presently employed. Married, must beat cost of living. Worth your interest. Write Box 215B, BROADCASTING.

Announcer with eight years experience looking for a position due to change in management. Midwest desirable, but will travel. Disc and full particulars available on request. Box 216B, BROADCASTING.

Announcer, experienced all phases. Former musical director, sports editor. Available immediately. Box 217B, BROADCASTING.

Outstanding disc jockey seeks position in metropolitan market. Minimum weekly guarantee of $200.00. Can produce immediately. Box 220B, BROADCASTING.

Announcer, experienced, versatile. Seeking position in or around Wisconsin. Details. Box 221B, BROADCASTING.

University graduate, 26, single, all phases announcing, writing, production, and directing. Strong on sports play-by-play, special events and news. Disc, photo, details on request. Write Box 223B, BROADCASTING.

Top announcer-producer-writer with NBC affiliate desires position in middle Atlantic states, married, 29, strong on news, records. Box 224B, BROADCASTING.

Idea man—announcer, college graduate, married, sober, conscientious, dependable, eager for good opportunity in programming-production capacity. Five years experience. Box 227B, BROADCASTING.

Dependable announcer. Six years experience including production, news, music, special events. With production staff key network station, network affiliate, and progressive independent. Married, 24 years old. University graduate. Excellent references. I'll travel for audition in response to any offer of permanent employment at an equitable salary. Box 233B, BROADCASTING.

Announcer, play-by-play, experienced all sports, all announcing. Presently employed but desire change as station is located in town with no baseball league. Box 238B, BROADCASTING.

Combination announcer-engineer. Well-trained voice. Fifteen years broadcast experience including positions as chief engineer, program director, news editor. Family. Box 245B, BROADCASTING.

Staff announcer, experienced young married veteran, seeks a position with a progressive organization preferable in the northeast. Disc available. Box 251B, BROADCASTING.

Announcer, veteran, single, educated. Graduate leading announcer's school, Radio City, N. Y. Desire progressive station wanting man with good voice who works hard and can handle the job. Will travel, disc available. Box 253B, BROADCASTING.

Announcer, deep voice, 28 years old, married. Not a prima donna or floater. Steady, reliable. Three years experience, 2½ present station; staff announcing, news, some copywriting. Desire permanent location. Box 259B, BROADCASTING.

Announcer—Five years experience. Desires opportunity to buy stock and advance on staff, new station. Box 261B, BROADCASTING.

Experienced announcer (3 years). Now employed. Desires change. Married. References, northwest preferred. Two weeks notice required. State salary first letter. Box 265B, BROADCASTING.

Position of announcer-disc jockey wanted. A graduate of Radio Techniques, Radio City. Strong on commercials, news, some copywriting. Will travel, disc available. Box 266B, BROADCASTING.

Sports announcer. Ten years play-by-play. News. Special events. Box 267B, BROADCASTING.

Announcer—Presently employed. Desires advancement with large northern or midwest station. Box 262B, BROADCASTING.

Young man, top references, has done series of shows over NYC station. Engaged past year putting one minute spots on wax desires permanent position. Bass voice, strong on news, commercials, and baseball. Lou Douglas, c/o Plevretes, 1700 Bryant Avenue, New York 60, N. Y.

Situations Wanted (Cont'd)

Announcer who wants experience. Have ambition, talent. Clean, good habits. Will travel anywhere to get the much needed experience. Some college. Graduate radio school. Data on request. Jack Fisher, 909 W. Main, Hoopeston, Ill. Phone 779.

Announcer, staff, console, presently commercial manager. 250 watt, Gordon Lack, Box 312, Walsenburg, Colorado.

Available immediately—announcer, 18 months experience, radio college graduate, pleasant voice. Dick Moore, 1821 Roe Avenue, Racine, Wisconsin.

Want $50 week, plus paid tution at radio enginering school, your town. 6 years successful experience, government, private industry, radio. Well recommended staff man with the voice, know how, energy to build and air good local shows. 26 year old teetotaler. Employed. Want immediate change. Nelson, Care Box 1217, Orlando, Florida.

Technical

First class radio telephone license, willing to travel, no experience, veteran, age 22, and single. Box 123B, BROADCASTING.

Chief engineer 18 years in radio, 6 years as chief, 5 years directional experience, construction experience including 50 kw. Prefer west or northwest, excellent references. Box 132B, BROADCASTING.

Experienced engineer, installation and maintenance. Employed at present. Have good references and car. Complete details on request. Prefer south. Box 161B, BROADCASTING.

Combination engineer-announcer. First phone. 7 months MBS affiliate. Experience all phases announcing. Available upon 2 weeks notice to present employer. Consider all offers but midwest preferred. Box 210B, BROADCASTING.

Will travel anywhere to get experience with first phone license. Single, 30, very willing. Money secondary. Box 222B, BROADCASTING.

Engineer, experience in consulting work, DA design, field measurements, 25, married. Seeking position as technical director or chief engineer with small chain or network. $6000. Complete details and references in applications for any bonafide offer in any part of country. Box 225B, BROADCASTING.

Chief engineer, medium or low power station. 18 years experience including construction of two stations. Presently employed chief of local. Can and will do topnotch work. Excellent references. Box 231B, BROADCASTING.

Engineer—16 months experience transmitter and remotes. Presently employed. Require notice. Box 237B, BROADCASTING.

First phone license. Fourteen months experience, small stations. Straight engineer. Require $45 per week. Box 243B, BROADCASTING.

Why be short of help during vacation time? Experienced technician and combination man desires summer employment. Three years college, veteran. Box 249B, BROADCASTING.

First Class phone, vet., single 29, desires position with broadcast station. No commercial experience. Willing to travel. Will accept any offer that offers good prospects for future. Box 254B, BROADCASTING.

Engineer now chief, wants position with progressive station. Would like to get into construction. Combination man experience, but prefer control room or transmitter engineering. Active ham. No car. All offers carefully considered. Box 257B, BROADCASTING.

Experienced studio and 5 kw AM operator wants position upper midwest. Have car. Box 270B, BROADCASTING.

Experienced engineer with 1st class radio-telephone license. Will accept any combination engineering-announcing job. Or straight engineering job. Box 271B, BROADCASTING.

Chief engineer, build, remodel or operate your station. 20 years experience gets things done. Reasonable salary. Married. Have car, tools & equipment. Can go anywhere. Picture and details available with disc. Mr. Kidd, Box 866, Fredericksburg, Texas.

Situations Wanted (Cont'd)

Young man who has just finished 8 months of radio training and has a 1st class operators license would like a job in some radio station. Write to Arnold W. Larsen, Hinckley, Illinois.

First phone man desires position in broadcasting station. Just graduated from radio school. Write, Carlton Peterson, Ogden, Iowa.

First phone, desires broadcast work. Recent graduate Technical Institute, Temple University. Trained in AM, FM, TV broadcasting. Voice for possible combination work. Will travel. Box 273B, BROADCASTING.

Wanted—Steady position as radio operator, will travel, 1st class phone RCA graduate. John Witkowski, 444 Wyona Street, Brooklyn, New York.

Engineer, first phone, experienced, single, age 23, desires position in south. Box 274B, BROADCASTING.

Production-Programming, others

Continuity writer wants assignments by mail. Specializing on spot announcements. Box 47B, BROADCASTING.

Girl—23 years of age, six years experience in radio, traffic, promotion, secretarial. Want to leave west coast. Desires position in St. Louis or Chicago area. Home is in midwest. Box 154B, BROADCASTING.

"As the result of our recent classified ad in three issues of your magazine, we received, promptly, a number of very excellent applicants for the job. Congratulations to BROADCASTING for the industry's most effective means of securing the best of help quickly and conveniently. . . ." Frank Webb, General Manager, KFH, Wichita, Kansas.

Successful program director now employed midwest network regional. Seeks broader opportunity. Know all phases operation. Consider any responsible job. Box 165B, BROADCASTING.

Program director, combination man. Young, ambitious, pre and post war experience, including network. First phone, good announcer. Programming in highly competitive market. Desire chance for advancement, travel anywhere. Box 212B, BROADCASTING.

Budget burdened? Husband and wife team can take the financial and work load off your back. Proven ability as program director, announcer; Continuity editor, traffic. Box 229B, BROADCASTING.

One cent sale! $480 per month for experienced program director, announcer. Add one cent and get experienced continuity and traffic. Incidentally, we're married. Box 230B, BROADCASTING.

Writer-producer, agency, station experience. Extremely versatile writer. Topnotch copy at salary you can afford. Box 235B, BROADCASTING.

Copywriter — continuity that sells, ideas. Console, some announcing. University graduate. Box 246B, BROADCASTING.

Here's someone who knows the score. Radio director-producer. 4 years NYC experience. Anxious to switch and become TV man of distinction. Presently employed, BA, vet, married. Box 252B, BROADCASTING.

Conscientious young woman veteran, single, 24, college graduate, professionally trained, desires position as writer or woman commentator. Opportunity for advancement more important than salary. Box 258B, BROADCASTING.

Want a man who can bring you in more cash money from programs and spots keyed to the city and rural home folks audience? Then check this honest-to-goodness hillybilly radio and recording artist who sings hundreds of modern and traditional songs, does disc jockey chores; writes and delivers result-getting retail and mail order copy. Desire reasonable guarantee and fees based on business. Transcription and details on request. Box 264B, BROADCASTING.

Check my ad, "Want $50 week," announcers column, this issue.

Topnotch news special events reporter-writer broadcaster. Journalism graduate. Six years experience all size stations. Other special skills—weather-farm-radio. Ed Bowman, KWDM, Des Moines, Iowa.

Situations Wanted (Cont'd)

Western entertainer. Electric Spanish guitarist, vocals, competent MC. Radio 12 years. Will work solo, with group or own band. Sober, dependable, qualified. Recently featured top Miami Beach station. Hal Clark, 2445 NW 38th Street, Miami, Florida. Phone 785744.

Television

Announcers

TV announcer, sportscaster. Skilled other TV operations. Presently employed New York, available June 1. Box 988a, BROADCASTING.

TV needs me, I hope. Experienced combination man sees dim future AM radio. Any job, any place considered. All offers answered. Box 206B, BROADCASTING.

Announcer-engineer. Experienced capable. Will travel. Now employed. Want advancement. Box 207B, BROADCASTING.

For Sale

Stations

For sale—Eastern metropolitan market. 1 kw daytime. profitable well established. $125,000. Box 239B, BROADCASTING.

For sale—1000 watt daytime independent station in south. Price $40,000. Unless you have $10,000 cash do not answer. In the black. Box 255B, BROADCASTING.

Equipment, etc.

New transmitter—10% off—Brand new 3kw Westinghouse FM transmitter. 2 crystals, 2 sets of tubes. Still in shipping crates. Ten percent off list price. Wire Box 182B, BROADCASTING.

RCA, BTF 3 B FM transmitter used 15 months—93.1 mcs. Doolittle FD-11 frequency and modulation moditor. 4-G S 2219 par metal type "C" relay rack cabinets in original crates. 1-15 kw Willys gas engine generator set 4 wire 3 phase 127-220 volt 60 cycle, used 60 days. All above priced for quick sale. Box 242B, BROADCASTING.

Presto model 75A recorder with 1C cutting head. New, never used. $350.-00. KDAL, Duluth.

RCA 96AX limiting amplifier complete with power supply and tubes, looks and operates like new, $215. Presto 87B recording amplifier in case with speaker and tubes, very good condition, half price $160. WBBQ, Augusta, Ga.

Western Electric 2-A phase monitor $350. General Radio 731-A modulation monitor $100. WHDH, Boston.

For sale—Western Electric, 353B1, 1 kilowatt transmitter in excellent condition. Two W.E. antenna tuning units. Antenna phasing cabinet and approximately $1,500 worth of spare parts, including new tubes, transformers, condensors, resistors, meters, etc. $2,000.00 takes everything. WSAR, Fall River, Massachusetts.

Wanted to Buy

Have need for three towers 395 feet in height. All three must be of same type and may be either self supporting or guyed. Quote specifications and price. Box 248B, BROADCASTING.

Wanted—One consolette meeting FM requirements; two turntables, line amplifier and monitor amplifier. Also 700 feet 1⅝" co-ax transmission line with fittings. WBIR, Knoxville, Tennessee.

Wanted—Wincharger type 101 180 foot tower, also 200 ft. tower any make. WILS, Lansing, Michigan.

We need remote amplifiers and power supplies. Write details to WVOM, Brookline, Mass.

Help Wanted

Salesman

ADVERTISING salesman wanted. Thoroughly experienced in large market. Liberal draw and commission. Long established AM station Chicago area. Unlimited market. Must have car. Write pertinent facts. Box 218B, BROADCASTING.

Situations Wanted

Announcer

SPORTS-COMMERCIAL ANNOUNCER has been sponsored by Wheaties, Lifebuoy, others. Now willing to move to progressive net station as staff announcer with daily sports program as speciality. 7½ years successful experience. Excellent references, audition disc sent on request. Veteran, married, sober, 30 years old. Available to you on two weeks notice for $75 per week. Write **Box 247B, BROADCASTING.**

For Sale

Equipment, etc.

FOR SALE

100-250 watt RCA used transmitter, 178 foot IDECO tower and all other transmitting equipment necessary for you to begin operating a 100 or 250 watt station. Control room equipment not included.

Address BOX 170B, *BROADCASTING*

CONDENSERS FOR SALE

C-D .001 mfd. 30,000 volt 30A @ 3000 KC $30.00
C-D .002 mfd. 20,000 volt 22a @ 5,000 KC $20.00
Solar .0002 mfd. 6,000 volt 1.5A @ 300 KC $6.00

Write for list of other capacities and voltages. Shipped RR Express, COD. Alfred C. Denson, Rockville, Conn.

School

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

STATION MANAGERS!

Need Trained Personnel?

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Washington 10, D. C

Please send information concerning

☐ Correspondence ☐ Residence Courses.

Name.....

Address.....

City.....State.....

WHADDA YOU WANT THAT'S FANCY (Ky.)?

Yearning for sumpin' extra special—like a new sales record in Kentucky? Then *keep away* from such plain little towns as Fancy, gents, because they're just too rural to satisfy any such elegant whim!

But if it's a *really* decorative Kentucky market you want, WAVE will give you a dandy—the Louisville Trading Area. WAVE's 50% BMB Map is embellished by *26 of these* 27 counties, where the standard of living is *46% higher* than that in parts of our State we *don't* cover!

Ain't that fanc—er—*exquisite?*

LOUISVILLE'S WAVE

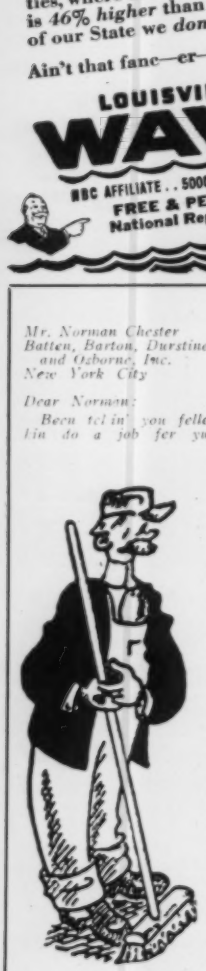
NBC AFFILIATE . . 5000 WATTS . . 970 KC

FREE & PETERS, INC.
National Representatives

Mr. Norman Chester
Batten, Barton, Durstine,
and Osborne, Inc.
New York City

Dear Norman:

Becu tel'in' you fellers thet WCHS lin do a job fer yuh cause ever'one down here listens ter Charleston's number one station! Whilst th' Kaintucky Derby wuz bein' run, a lotta fellers was in a local bookie joint alistenin' ter WCHS w'en th' sheriff walked in. Y'see, th' law'll git yuh down here effen yuh runs a gamblin' house, but we wuz pleased ter find thet even th' gamblers re'ies on WCHS fer their 'radio'! An' th' sheriff wuz plum tickled pink! They wuz so interested he snuck up on 'em! Yessir, in sel'in' fer you or in helpin' th' law, WCHS is right on top!



Yrs.
Algy

WCHS
Charleston, W. Va.

New Business

(Continued from page 14)

LIGGETT & MYERS Tobacco Co., New York, renews *ABC Chesterfield Roundup* on Texas State Network for fourth year. Three additional stations have been added to group carrying program; they are: KPLT Paris, KCMC Texarkana, and KFRO Longview. Other stations are: KFJZ Fort Worth, WRR Dallas, KTHT Houston, KABC San Antonio, KRIO McAllen, KNOW Austin, WACO Waco, KRBC Abilene, and KGKL San Angelo.

NOXZEMA CHEMICAL Co., Baltimore, through Sullivan, Stauffer, Colwell & Bayles, New York, renews Monday night (7:30-7:45 p.m.) broadcasts of *Gabriel Heatter—News* over 250 MBS stations.

LEVER BROS. Co., through Sullivan, Stauffer, Colwell & Bayles, New York, renews *Big Town* on NBC, Tues., 10-10:30 p.m. for summer months.

QUAKER OATS Co., Chicago, renews *The Roy Rogers Show* (Sundays, 5-5:30 p.m. CDT) on MBS, for fifth consecutive year, through Sherman & Marquette, same city. Show will stay on the air all summer.

AMERICAN TOBACCO Co., New York, through its television agency N. W. Ayer & Son Inc., also New York, dropped *Your Show Time,* on NBC-TV (Fridays, 9:30-10 p.m.) at conclusion of its 26-week cycle on May 26 [BROADCASTING, April 18]. Sponsor is seeking another show to fill time slot, which is being retained.

Adpeople • • •

JOHN E. SMITH, advertising director of *McCall's* magazine, was one of seven new vice presidents elected to McCall Corp. last Tuesday (May 24).

DANBURY GRANT

Proposed to Fairfield Group

NEW AM station at Danbury, Conn., on 550 kc, with 1 kw day, 500 w night directional, full time, would be granted to The Fairfield Broadcasting Co. according to proposed decision announced by FCC last Monday. Fairfield is FM grantee there.

FCC proposed to deny competitive bids of WNBH New Bedford, Mass., for switch from 250 w fulltime on 1340 kc to 5 kw fulltime on 550 kc directional, and Atlantic Radio Corp. for new station in Boston on 550 kc fulltime, directional, with 5 kw day, 1 kw night. Atlantic is headed by Massachusetts Gov. Paul A. Devers.

Hyde Dissent

Comr. Rosel H. Hyde dissented from the majority opinion to favor WNBH. Comrs. Wayne Coy, Paul A. Walker and Robert F. Jones did not participate.

At the same time the Commission also announced a memorandum opinion and order to deny petition of WLAD-AM-FM Danbury which opposed the Fairfield AM application and sought reopening of the proceeding in which Fairfield received its FM grant.

In its memorandum opinion, FCC indicated that Fairfield had satisfactorily answered allegations made by WLAD and showed its proposed operation would be in the public interest. WLAD charged that the Danbury *News-Times,* alleged in common control with Fairfield, had discriminated against WLAD and sponsors using the station.

FCC also found that complaints filed by United Hatters, Cap and Millinery Workers International Union and the Danbury Church of Christ against the paper were insufficient to disqualify the proposed grantee.

In the AM proceeding, the Commission favored the grant of Danbury's first fulltime outlet as a more equitable distribution of broadcast facilities than the improvement of New Bedford's existing fulltime station, WNBH, or the addition of another station to Boston.

Ownership of new applicants:

Danbury, Conn.—The Fairfield Broadcasting Co., 550 kc, 1 kw day, 500 w night directional, fulltime. Principals: James B. Lee, president 46%; Frank H. Lee Jr., vice president 46%; Leonard McMahon, attorney and traffic court judge, secretary 4%; Charles A. Kibling, in various phases of radio for 24 years including consulting radio engineering, proposed general manager, treasurer 4%. James B. and Frank H. Lee Jr. and other members of the Lee family own Frank H. Lee Co., hat firm. Frank H. Lee Co. is beneficial owner of 1,612 of 6,000 shares in Danbury News-Times, held under trust agreement. Frank Lee Jr. is vice president of paper. Applicant received FM grant in December 1947 but no construction permit has been issued.

Boston—Atlantic Radio Corp., 550 kc, 5 kw day, 1 kw night, fulltime, directional. Principals: Gov. Paul A. Devers, president 15%; Ashley L. Robison, acting general manager WORL Boston, proposed general manager, treasurer 51%; Lawrence and Comstock Clayton, owners Clayton Securities Corp., Boston, 17% each.

BPS PURCHASE

Buys 800 Hours of ET Shows

PURCHASE of over 800 hours of transcribed programs at a cost of $150,000 has been announced by Bruce Eells & Assoc., Hollywood. Firm directs the Broadcasters Program Syndicate, cooperative transcribed program distribution plan. Programs are for the exclusive broadcast use of the 154 BPS member stations at no cost other than pressings. The purchase was made, Mr. Eells said, "as a major step to compensate AM station loss of effective network program feeds, due to TV inroads."

The $150,000 purchase price already has been underwritten from aggregate BPS station membership fees, according to Mr. Eells. Members have access to any one or all of the programs. If all of the present member stations request most of the shows, Mr. Eells stated, an overall volume in excess of 185,000 pressings is anticipated. As new stations join the service, Mr. Eells feels the ultimate cost per double-faced disc should not exceed $1.25.

The new purchase adds 68 different program series in every category from comedy-variety, to dramatic shows to those now being offered to members. All of the new programs have been produced since 1939 and include such stars as Bob Burns, Martha Raye, Phil Harris and others. Purchase was negotiated with Lou R. Winston, president of Radio Producers of Hollywood.

Further Suspension

PERMISSION has been granted by FCC to AT&T to file before June 1 certain supplements to its general regulation tariffs for private line services and television transmission channel tariffs. Existing supplements are cancelled in these tariffs and their effective dates are deferred until Sept. 1. Schedules are included in FCC's general inquiry into telephone company's network television inter-connection policy and other TV rate matters [BROADCASTING, March 7, Jan. 24].

One Station Market

Network Opportunity

Here is one of the best possible situations for a capable operator who will live in this attractive south central market and actively manage this property. The station is presently earning more than $1,000 monthly under absentee ownership. The first qualified buyer who can act quickly will get this prize property for $42,500.00. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	711 Construction Bldg	Ray V. Hamilton
Washington Bldg.	S. Akard and Wood Sts.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672

Programs

NEW AUDIENCE participation show, featuring variety of stunts, games and quizzes will be aired over WMAL Washington starting this Thursday (June 2) at 10 p.m. Show titled *It's All Yours* will be emceed by Gil Hodges. "Mystery Voice" feature will be included to give home listeners opportunity to win prizes. Audience contestants will participate in "gripe and compliment" quiz, identify musical selections by means of sound effects and compete in various stunts for awards.

'Fellowship Forum'

PHILADELPHIA Fellowship Commission is sponsoring *Fellowship Forum* on WHAT Philadelphia. Program consists of series of discussions revolving around vital issues of the day and brings to microphone leading authorities discussing issues affecting human relations and human rights.

Series on Alcoholism

WTMJ (AM and FM) Milwaukee has completed series on alcoholism in cooperation with Wisconsin Assn. for the Prevention of Alcoholism. Series emphasized alcoholism as disease that can be cured. Complete information about what to do and where to go in the Milwaukee area for cure was offered.

Election Coverage

WAAT Newark, N. J., with radio line to editorial offices of *Jersey Journal*, brought its listeners complete coverage of Jersey City election. Results were aired at frequent intervals from 9 p.m. until Mayor Frank Hague Eggers conceded election to ticket headed by John V. Kenny at 10 p.m. WAAT also announced complete returns in other New Jersey municipalities, including Newark, through Associated Press coverage.

African Rhythms

NATIVE African music sprinkled with U. S. bebop is offered in *This Musical Heat*, described as an anthropological disc show, on WMOR (FM) Chicago. It is presided over by Dr. Richard A. Waterman, Northwestern U. anthropology professor, who teaches primitive music. As authority on African tongues, he traces much of current bebop dialect to the tribes of Yoruba and Bobinga. Bernhardt Hurwood and Richard Lane, N. U. speech graduates, are co-writers and producers. Dr. Waterman is heard Fridays at 8 p.m. CDT.

'Musical Vagabond'

MUSIC from foreign lands is being featured on new weekly half-hour recorded program *Musical Vagabond* on KFMV (FM) Los Angeles. From time to time foreign guests will be interviewed. Program narrator, Ralph Auf Der Heide, did similar program during war for Office of War Information.

'Young Love'

TRIALS and tribulations of a young couple attending college will make up the theme of the new half-hour CBS package *Young Love*, starting June 5 on the whole CBS network as replacement for *Electric Theatre*, Sundays (6-6:30 p.m. PST). Program stars Janet Waldo and Jimmy Lydon. Robert Lee and Jerry Lawrence will write, produce and direct series.

Industries Exposition

FIVE different demonstrations were telecast by WNBK (TV) Cleveland from Union Industries Exposition held in Cleveland's Public Auditorium May 18-22. Exposition, labor's presentation of its handiwork, offered such exhibits as cigar making, baked goods work, brick laying contest, wire cable manufacture, etc.

WSM Greets Dutra

VISIT to Nashville by President Eurico Gaspar Dutra of Brazil and his official party was given full coverage by WSM Nashville. Plane arrival and news conference May 25 were broadcast by station after schedule had been rearranged to make time available. Following day Vanderbilt U. officials conferred title of Honorary Chairman of Institute of Brazilian Studies on President Dutra before WSM microphones and air coverage was provided for visit of official party to George Peabody College for Teachers and Vanderbilt reception. In addition, WSM in cooperation with State Dept., provided facilities for shortwave broadcast by Senor Vasconcellos, Brazilian presidential announcer, to Brazilian home network.

KITO-Newspaper Tie-In

NEWS of Hamet-San Jacinto Valley is being aired over KITO San Bernardino-Riverside, Calif., through arrangement with *The Hamet News*. Program, aired Mon.-Fri. at 12:45 p.m., is written by newspaper's staff and broadcast from KITO's Riverside studios. At 12:50 p.m., Mon-Fri., KITO also broadcasts five-minute summary of Riverside news through similar arrangement with *Riverside News*. Both agreements were set up by Fred Reinhardt, KITO Riverside manager.

TV Golf Instructions

GOLF professionals Jimmy Hines and Johnny Revolta talk with visiting golfers and give instructions on new WGN-TV Chicago series, *Pars, Birdies and Eagles*. St. Andrews and Mission Hills golf courses, Chicago, are sponsoring show for 13 weeks on Mondays, 9-9:30 p.m. (CDT). Instructions in golf are demonstrated by professionals teaching a young lady. Herbert S. Laufman and Assoc., independent production firm, claims televiewers can break 100 if they follow instructions completely.

'Make It Yourself'

HALF-HOUR program, *Make It Yourself*, sponsored by Telemail Corp., of New York, is new feature on WCAU-TV Philadelphia. Mary Young, home consultant, demonstrates dress or household drapes on one program and invites viewers to send for kit containing materials and instructions on how to make it. Following week, Miss Young makes dress or drapes before cameras, giving instructions and tips as she goes. Live models demonstrate gowns. Fashion editors and celebrities appear as guests.

'Choosing a College Education'

IN COOPERATION with Boston U., WBMS Boston is airing series of six weekly broadcasts on *Choosing a College Education*. Purpose is to aid high school students in understanding considerations involved in choosing college education. Each week different field or profession is investigated by two high school students from Boston area. Questions asked by students are answered by Boston U.'s faculty members and representatives of university's School and College Relations Dept.

Security Show

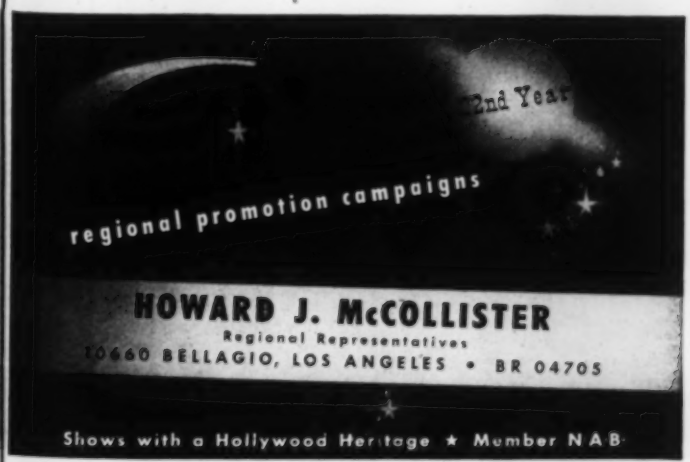
NEW 13-week series of 15-minute recorded programs, *You and Your Security*, is being aired by WMAL Washington, Sundays, 11-11:15 a.m. Programs tell story of Federal old-age and survivors insurance. Series of stories has been dramatized to clarify various phases of Social Security benefits. John Byrne writes and directs broadcasts.

'Young American Club'

WOAI San Antonio's newest program, *The Young American Club*, is talent and quiz show for youngsters 2 to 16. Guest at program's debut was mayor-elect A. C. White of San Antonio. Program is sponsored by Foremost Dairies Inc.

Racing Recap

RACING FANS who find it impossible to witness races at Jamaica now hear day's activities as transcribed on an Ampex tape recorder over WMGM New York. Program, *Today's Races at Jamaica*, is aired Mon.-Fri., 6:30-7 p.m. As races move to Empire and Aqueduct tracks same type of program will be continued. Program is presented by *Daily Racing Form* and New York Racing Assns.


2nd Year
regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member NAB

GRAB A BIGGER SLICE OF THE AUDIENCE...

Spin These Special RCA Victor "DJ" Platters*

COUNT BASIE

Bran' New Dolly
Cheek to Cheek
DJ-705

TEX BENEKE

The Beautiful Blonde From Bashful Bend
They Can't Take That Away From Me
DJ-706

SAMMY KAYE
with DON CORNELL and LAURA LESLIE

Whispering Waters
Baby, It's Cold Outside
DJ-707

*"DJ" disks couple the cream of the RCA Victor hits for your convenience!

RCA VICTOR RECORDS

Here's a top-notch opportunity to attract

SRDS 1949-1950 Edition of "CONSUMER MARKETS," specifically designed to help advertisers and agencies with their market selection problems, presents an important promotion opportunity for individual newspapers, radio stations, and other consumer media.

What "CONSUMER MARKETS" is

SRDS "CONSUMER MARKETS" is a compilation of the most recent market data available at state, county, and city levels.

It provides sales, advertising, marketing, and media executives with the statistical factors they require for planning advertising and distribution in today's changing, competitive markets.

It presents 1948 estimates on population, households, retail sales, service activity, supplemented by current data from U. S. Government and other reliable sources to use as a base for comparisons which assist interpretation of the changes that are taking place in all important marketing areas.

It includes state and city maps specially designed to help buyers of space and time visualize areas of specific interest to them.

Why "CONSUMER MARKETS" is an important marketing tool for your prospects

Standard Rate & Data Service is sparing no effort to make the 1949-1950 Edition of "CONSUMER MARKETS" the most complete, authoritative compilation of city, county, and state market information available anywhere in a single volume, so arranged as to facilitate ease of use and to eliminate confusion.

It will cover *all* counties in the U. S.; *all* cities and towns having daily newspapers and/or radio stations in the U. S., U. S. Possessions, Canada, and the Philippines; *all* incorporated and urban U. S. areas with populations of 5,000 and over.

The data will *not* be for *selected* markets. They will cover ALL market areas with populations of 5,000 and over. This important *all-inclusive* coverage is unduplicated by any other single source of market information. It's one of the reasons for the rapidly expanding use of "CONSUMER MARKETS."

What advertisers and agencies say about "CONSUMER MARKETS"

Over two hundred "case histories" of *usage* indicate that 90 per cent of those who have worked wtih the 1948-1949 Edition of "CONSUMER MARKETS" became enthusiastic boosters of its value and utility as a marketing tool. Here are some representative remarks:

"CONSUMER MARKETS" is one of the most helpful and valuable reference books that I've ever had." (Advertiser) . . . "This is one of the most complete and comprehensive reports we have access to." (Agency) . . . It's a quick, easy, information reference—a delight to any media or market research department." (Agency) . . . "We like all the information contained in the book." (Advertiser) . . . "The book is a gold mine of market facts." (Agency) . . . "As currently presented, it is quite complete." (Advertiser) . . . "In use daily. We are relying regularly on your county information to determine the expenditures and efforts of our clients." (Agency) . . . "An invaluable book." (Advertiser)

Such statements, and we have hundreds more, suggest the reason for the intensive use of this book which brings together in one convenient place territorial and marketing data that advertisers and agencies otherwise have to search for in many places.

How advertisers and agencies are using "CONSUMER MARKETS"

Here are some of the uses advertisers and agencies have reported for "CONSUMER MARKETS":

"For presentation of newspaper budget." . . . "For originating presentations and plans for our clients." . . . "Planning tests for local newspaper advertising." . . . "As a marketing guide in the selection of local media; and allocation of budget." . . . "Looking for markets to expand a retail business." . . . "To help figure out coverage patterns." . . . "Use in decisions on cities in which to advertise." . . . "To determine best trading areas." . . . "Market study preliminary to launching a new product." . . . "Constant usage to get complete basic information on market." . . . "For checking on data for small cities and towns." . . . "Selection of key cities for promotion." . . . "County data for newspaper coverage and test advertising." . . . "Placing of advertising in properly populated localities, farm and industrial centers."

What "CONSUMER MARKETS" means to newspapers, radio stations, and other consumer media

The intensive use of "CONSUMER MARKETS" by sales, advertising, marketing, and media executives, *at the times when they are actively evaluating markets and investigating how to develop those markets*, provides an ideal opportunity for you to register the values of *your* medium in terms of your prospects' immediate marketing interests.

This is the *time* and the *place* to show how your medium enables the advertiser to reach and penetrate the buying area you serve.

This is the *time* and the *place* for you to interpret the cold statistical data that "CONSUMER MARKETS" reports, in terms of the live buying interest your medium delivers.

This is the *time* and the *place* to throw the weight of your evidence into the market considerations that are under way when "CONSUMER MARKETS" is being used, when decisions of how to advertise in your market and how much to spend are being made.

Decide now to take advantage of these timely opportunities

You can develop these opportunities to increase favorable consideration of your market and your medium by presenting your story in a *Service-Ad** near the data listings for your area in the new 1949-1950 Edition of "CONSUMER MARKETS."

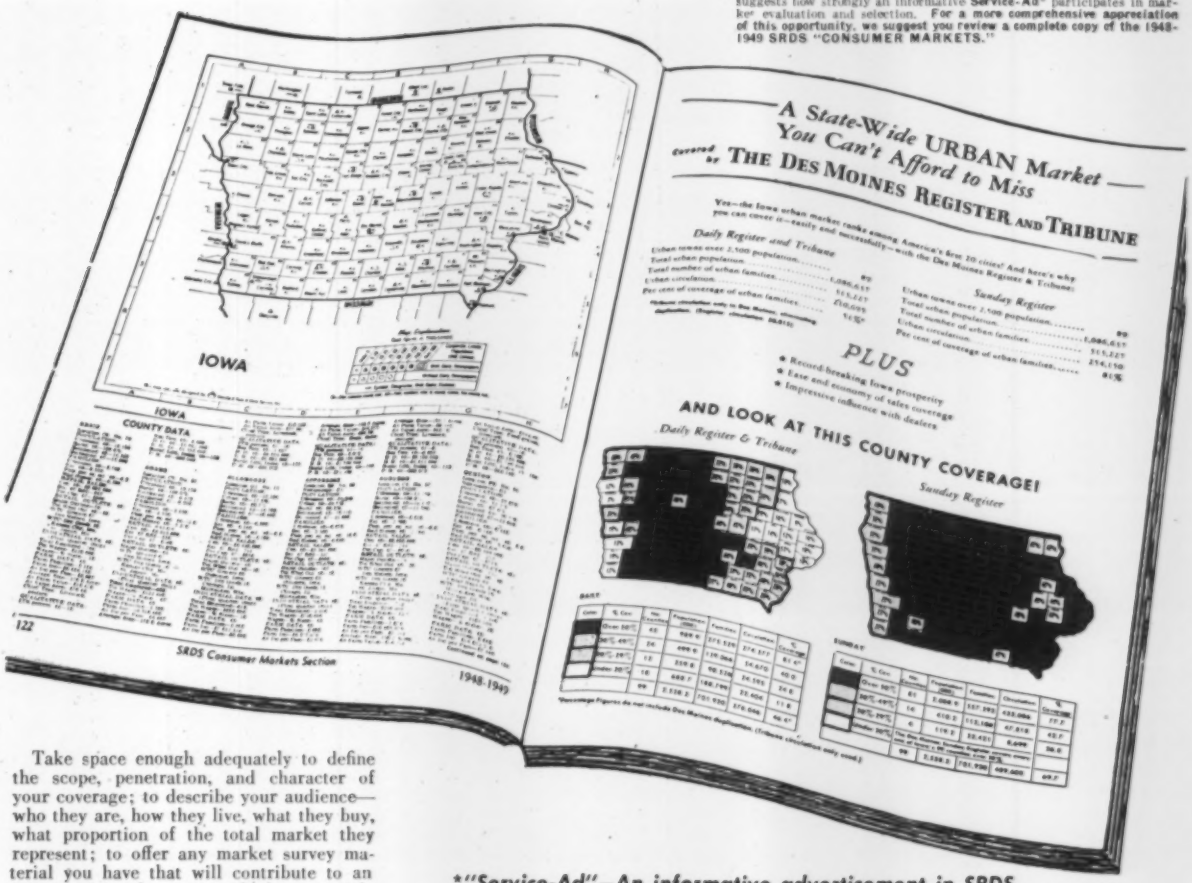
Partial summary of "CONSUMER MARKETS" data for each state, county, city, and urban area of 5,000 or more population

(This is information that sales, advertising, marketing and media people *MUST have* for reliable market and media evaluations under today's increasingly competitive conditions.)

- Breakdowns of county and city retail sales in 9 commodity classifications: Food, General Merchandise, Apparel, Home Furnishings, Automotive, Filling Stations, Building Materials and Hardware, Eating and Drinking places and other.
- Buying power and retail sales potentials for states and for 600 trading areas—January and July 1948, January 1949.
- Retail sales indices (county and city) for two time-periods to assist comparability in trend studies.
- Number of retail and service outlets by type for 400 major county markets.
- Estimated per family and per capita 1948 retail sales.
- Farm activity—1948 farm families, population, radio homes, and income estimates.
- Industrial activity data — employment, payrolls, county classifications.
- Estimated 1948 population figures.
- 1948 family estimates — households, per square mile, radio homes.
- Estimated average weekly wages—1947.
- 1948 Bank Debit figures and many other statistical factors of market evaluation importance.

MORE ADVERTISERS to your market...

This spread from the 1948-1949 SRDS "CONSUMER MARKETS" partially illustrates the range of market data in the county listings and suggests how strongly an informative **Service-Ad*** participates in market evaluation and selection. **For a more comprehensive appreciation of this opportunity, we suggest you review a complete copy of the 1948-1949 SRDS "CONSUMER MARKETS."**



Take space enough adequately to define the scope, penetration, and character of your coverage; to describe your audience—who they are, how they live, what they buy, what proportion of the total market they represent; to offer any market survey material you have that will contribute to an appreciation of your market's potentials and how to develop them.

***"Service-Ad"—An informative advertisement in SRDS "CONSUMER MARKETS" that Sells by Helping People Buy.**

July 1st is the deadline

The 1949-1950 Edition of "CONSUMER MARKETS," scheduled for September 1st publication, will close for *Service-Ad** copy on July 1st.

This edition will go to all subscribers to the Newspaper, Radio (including TV and AM), Consumer Magazine, Transportation Advertising, and Farm Publication Sections of SRDS. These subscribers, who pay $80 a year for the complete Service, probably constitute the highest qualified list of media prospects available anywhere.

In addition to the regular subcsribers, the 1949-1950 Edition of "CONSUMER MARKETS" will go to a list of national advertisers, guaranteeing extensive, penetrating coverage for your *Service-Ad*.

Expert Copy Service Available

The SRDS Copy Service Department will be glad to help you prepare a "CONSUMER MARKETS" *Service-Ad* that will effectively tie your medium in with the interests of advertisers and agencies when they are using this book. This copy help will involve no cost or obligation, but *time is limited*. We urge you to put in your copy service request at once. Just get in touch with the nearest SRDS office or send all pertinent information and a copy of your publication or station log to *Lyman Forbes, Manager of Copy Service*, in our Chicago office.

The 1949-1950 Edition of "CONSUMER MARKETS" offers an opportunity not to be missed if one of your sales problems is to get advertisers and agencies to give your market greater and more frequent consideration.

For Your Immediate Convenience

LYMAN FORBES
Standard Rate & Data Service, Inc.
333 No. Michigan Avenue, Chicago 1, Ill.

Please give me more information about the opportunity to attract more national advertisers to our market presented by the 1949-1950 Edition of SRDS "CONSUMER MARKETS."

Name ..... Title .....

Company .....

Street Address .....

City ..... Zone ..... State .....

SRDS

STANDARD RATE & DATA SERVICE, INC.
333 North Michigan Avenue, Chicago 1, Ill.

Production

JUDITH WALLER, director of public affairs and education at NBC's Central Division, will be a delegate to UNESCO meeting on educational broadcasting in Paris June 27 to July 1. Miss Waller is member of UNESCO radio committee and NAB's education standards committee.

FRANKIE ALLEN, former control room engineer at WLBH Mattoon, Ill., has joined KFTM Fort Morgan, Col., as program director.

MYLES FOLAND Jr. has been appointed assistant program director and chief announcer of WSIV Pekin, Ill.

ROY RECTOR, formerly associated with Ralph Edwards' *Truth or Consequences*, and Foote, Cone & Belding, New York, has joined WKY-TV Oklahoma City.

GORDON TUELL, staff announcer at KIRO Seattle, has been elected president of West Seattle Rotary Club, effective July 1.

BARRY KAYE, formerly with WBMD Baltimore, has started new program, *The Barry Kaye Show* on WPAT Paterson, N. J. **MILTON BERLE**, television star, made special transcription to play on Comedian Kaye's first WPAT show.

GEORGE WALLACH has resigned as director of programs and operations for WNYC New York, to devote fulltime to television activities. He is currently producer-director of the DuMont network *Wendie Barrie* show, sponsored by *Photoplay* magazine.

RALPH KNOWLES has been transferred at NBC Chicago from engineering department to program staff as a production director. He replaces **DON TENNANT**, resigned. Mr. Knowles is succeeded by **WALTER HOLLICK**.

BOB LEONARD, who for five years has served as newscaster on news shows piped to theatres by KXOK St. Louis, has been named to regular announcing staff of KXOK.

BEN ABRAMS, formerly with Radio Production Studios, Phoenix, Ariz., has joined KVER Albuquerque, N. M., as staff announcer and music director.

ROD SERLING, writer-producer of public service dramatic series on WJEL Springfield, Ohio, and journalism major at Antioch College, Yellow Springs, Ohio, has been chosen by judges for Dr. Christian Award for 1949 to receive special award. He was honored for his script *To Live a Dream*.

ROBERT L. JAWER of WPTZ, and **JOHN P. MEAGHER** of KYW, both Philadelphia stations, were elected to membership in Poor Richard Club. **EWING B. HAWKINS**, WILM Wilmington, Del., was elected to non-resident membership.

JACK FUNK, formerly with KSIL Silver City, N. M., and KHMO Hannibal, Mo., has joined KECK Odessa, Tex., as announcer and music librarian. **VIRGINIA FUNK**, formerly with continuity department of KHMO, is copy writer at KECK.

CECIL B. HALL, who has been doing part-time announcing with WHHT Durham, N. C., will become fulltime announcer with station upon completion of his school year at Duke U.

ROGER CLARK, formerly of WALD Walterboro, S. C., has joined announcing-engineering staff of WHAR Clarksburg, W. Va.

JOE DEMBO, formerly with WCTC New Brunswick and WRSU Rutgers U. station, has joined WMTR Morristown, N. J. **DON WESLEY**, who has been with WMTR since its opening, is leaving to return to Princeton U. this fall after bicycle tour of Europe in summer.

FRED DARWIN, formerly of WINS New York, has joined WIND Chicago announcing staff.

JOYCE MERRELL, continuity editor at WRR Dallas, has been notified that her entry in Southwest Annual Radio Conference at U. of Oklahoma has been judged first in newscast commercial class.

HELEN RAMSAY, continuity writer at CFRN Edmonton, won Townsend Trophy for top photograph in Townsend contest. She also was awarded second and third place.

MARTIN EDWARDS of WMBD Baltimore has joined WAAM (TV) Baltimore as part-time announcer.

HERB GOTTSCHALK has joined WHOT South Bend, Ind., as staff announcer.

JEAN COLBERT, WTIC Hartford, Conn., director of women's activities, has left for Europe on second annual trip in interest of her daily program, *Radio Bazaar*.

BOSH PRITCHARD, Philadelphia Eagles' football halfback and singing star, is now disc jockey for WDAS Philadelphia.

ROY BRISCOE has joined WSTV Steubenville, Ohio, as m.c. of its *Nite Club of the Air*.

ROSS MILLER, announcer at WTIC Hartford, Conn., is the father of a girl, Lisa.

HUGH JAMES, freelance anouncer, and his wife, **CLEMENTINE TORRELL**, former radio actress, are parents of a boy, born May 22.

VERNE SMITH, announcer on CBS *Ozzie & Harriet*, is the father of a boy.

DON LAIFFER, former WIND Chicago announcer, has been added to announcing staff of WMOR (FM) Chicago.

AMVETS has cited WTMJ Milwaukee's *They Can Come Back* series "for outstanding service towards the welfare of our nation." Other recipients were the Assn. for the Prevention of Alcoholism, which is co-producer with the station, and Robert Vail, writer of series.

Rural Disc Jockey

A VERSATILE fellow is Harrell Sisson, heard over KWCJ Natchitoches, La. Mr. Sisson, who is with the Production and Marketing Administration, rides herd on the station's early morning farm show, but it's no ordinary agriculture broadcast. Between suggestions for improving pastures and constructing terraces, Mr. Sisson spins records of rural rhythm, with ad lib introductions. All of which makes him one of the few people to bear the unusual title: Disc Jockey-Production and Marketing Administration Agent.

HEADLINERS

Cite Radio Newsmen

FOUR radio newsmen, Bill Henry of MBS, Elmer Davis of ABC, Robert Trout of NBC and Charles Collingwood of CBS, won 1948 Headliner medals for journalistic achievement, the National Headliners Club announced yesterday (May 29) in Atlantic City.

A fifth award went to Columbia Records for its recorded album, "I Can Hear It Now," in which Edward R. Murrow, CBS board member, is narrator.

Thus radio and radio people accounted for five of the 16 awards. The winners were selected from more than 500 entries. The presentations are to be in June.

Bill Henry's selection set a precedent because he now became the holder of both a radio and newspaper Headliner award. In 1943 he was selected for outstanding work as a columnist on the *Los Angeles Times*. This year he made it for "outstanding on-the-spot coverage" of 1948 Olympics for MBS.

Mr. Davis won his medal for outstanding commentary coverage of the 1948 Presidential campaign for ABC; Mr. Trout, for the 15-hour, all-night NBC coverage of the Presidential election, and Mr. Collingwood for reporting for CBS of the Arizona-California dispute over division of water from the Colorado river.

When a Small Crowd Makes for a Packed House – –

Only 650 were in attendance at the show put on by WLS National Barn Dance stars recently in Hines, Illinois—but it was a full house, nonetheless. For the theater was the Veterans Administration Hospital and the 650 were the hospital's ambulatory and wheel chair patients.

WLS stars giving their time and talents for the vet show were Lulu Belle and Scotty, Red Blanchard, Bob Atcher, Evelyn, Phyllis, Captain Stubby and the Buccaneers, and emcee Bill Bailey.

During the same month, WLS Barn Dance acts played to 4,000 people in Lansing, Michigan; and presented shows in 15 other cities in Illinois, Indiana, Michigan and Wisconsin, with a total of 38,700 paid admissions for all performances.

Because WLS programs are so well accepted, so solidly established, WLS talent is in constant demand in cities and towns throughout the rich four-state area . . . just as are WLS-advertised products.

WLS

1924 — — — 1949

Chicago 7

Represented nationally by John Blair

Adv.

KDKA

PITTSBURGH

Selling to Six Millions

WESTINGHOUSE RADIO STATIONS Inc

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy

INSURANCE

For the wise Broadcaster

OUR UNIQUE EXCESS POLICY

provides adequate protection.
Surprisingly inexpensive

CARRIED NATIONWIDE

For details & quotations write

Employers Reinsurance Corporation

Insurance Exchange Bldg.,
Kansas City, Missouri

KBA CONVENTION

Two-Day Meet Opens June 3

TWO-DAY meeting of the Kentucky Broadcasters Assn. will open Friday (June 3) at the Seelbach Hotel, Louisville. Pre-convention activities on Thursday will include a meeting of Kentucky MBS affiliates at WGRC Louisville with Norman Knight, MBS eastern manager of station relations, and a television demonstration at WAVE-TV Louisville.

Roundtable on sales and sales problems will highlight the Friday afternoon sessions. Panel members will include W. T. Isaacs, WHIR Danville, chairman; J. W. Betts, WFTM Maysville; Fred Bullard, WKIC Hazard; Kathryn Peden, WHOP Hopkinsville; Kenneth Z. Turner, WNBS Murray; James Shacklette, WTCO Campbellsville, and Louis Rayburn, WKAY Glasgow. Frank Silvernail, chief time-buyer at BBDO, New York, will address the Friday luncheon session, and Sol Taishoff, editor and publisher of BROADCASTING, will be the speaker for the evening banquet.

Saturday sessions will open with a business meetjng at which time a site for the autumn meeting will be selected. Gilmore Nunn, head of Nunn radio stations and NAB director of District 7, will speak at the Saturday luncheon. Kentucky Associated Press radio members will meet following adjournment of KBA Saturday.

NEB. NEWSMEN

Form Radio Directors Assn.

NEBRASKA Assn. of Radio News Directors has been formed by news directors of the 18 Nebraska stations. One representative each from AP, INS and UP is an associate member.

Following adoption of constitution in Kearney, Neb., May 7, messages from President Truman and Gov. Val Peterson were read. President Truman said, in part: ". . . They (Neb.ARND) share the great responsibility of all radio to report the news fully and accurately. So long as the people get the facts, we need have no fears for the future of our country. I am sure that your organization will make the most of its splendid opportunity in this field . . ." Gov. Peterson praised the group's objectives as "commendable" and a "benefit to Nebraska's radio public."

First elected officers of group are: Charles Craig of KODY North Platte, president; Jack Yeager, KGFW Kearney, vice president; Ted Haas, KOIL Omaha, secretary, and Betty Craig, KOLN Lincoln, treasurer.

SALES MEETING

For Wis.-Upper Mich. June 11

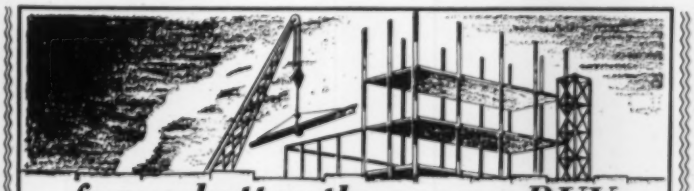
PRINCIPAL speaker at the semi-annual meeting of the Wisconsin-Upper Michigan Sales Managers Assn. June 11 will be Lee Hart, assistant director of broadcast advertising for the NAB. She will speak at the group's sales clinic in the Plankinton Hotel, Milwaukee.

Other speakers will be E. R. Borroff, president of Taylor-Borroff representative firm, Chicago and Charles Caley, executive vice president of WMBD Peoria, Ill. They will discuss "selling at the local level," theme of the clinic, according to Forster Cooper, commercial manager of WDUZ Green Bay, and association president.

After a dinner for members and guests, the group will tour studios of WTMJ-TV Milwaukee.

Features Winchell

FOUR-PAGE spread on the Damon Runyon Memorial Fund, sparked by Commentator Walter Winchell, was featured in the May 10 issue of *Look* magazine. The article, "Winchell Leads Dramatic Fight Against Cancer," points up Mr. Winchell's use of his ABC broadcasts in the drive to raise funds for cancer research and Milton Berle's recent television marathon. In two and a half years, the campaign has collected almost $3 million and "is proving an eye-opener in the world of science," the article states.



for a better-than-ever BUY

IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION

5,000 w AM 50,000 w FM
1390 KC 105.1 MC

WFMJ
BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

$5.07 saved a contract ... and a man's business

Special switches were needed to complete an electrical instrument contract. Late delivery of finished items would kill chances of future orders and lay off men. Switches were 1100 miles away, but Air Express delivered the 15-lb. package at 3 A.M.—8 hours after pick-up. Cost, only **$5.07.** Air Express now used regularly. Keeps down inventory, improves customer service by early delivery.

Low as $5.07 was, remember Air Express rate *included* door-to-door service, receipt for shipment and more protection. It's the world's fastest shipping service that *every* business uses with profit.

World's finest Scheduled Airline fleet carries Air Express. 24-hour service—speeds up to 5 miles a minute. Direct to over 1000 airport cities; air-rail for 22,000 off-airline offices.

Facts on low Air Express rates

17-lb. carton of hearing aids goes 900 miles for $4.70.
12 lbs. of table delicacies goes 600 miles for $2.53.
(Same day delivery in both cases if you *ship early.*)

Only Air Express gives you all these advantages: Special pick-up and delivery *at no extra cost. You get a receipt for every shipment* and delivery is proved by signature of consignee. One-carrier responsibility. Assured protection, too—valuation coverage up to $50 without extra charge. Practically no limitation on size or weight. For fast shipping action, phone Air Express Division, Railway Express Agency. And specify "Air Express delivery" on orders.

SPECIFY AIR EXPRESS
GETS THERE FIRST

Rates include pick-up and delivery door to door in all principal towns and cities

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE
SCHEDULED AIRLINES OF THE U.S.

OWEN DAVIS JR.

Dies on Yachting Trip

OWEN DAVIS Jr., director of program preparation and procurement for NBC-TV, died May 21 while on a weekend yachting expedition.

His body was found in Long Island Sound off Kings Point, L. I., and near him was a life preserver from the 29-foot auxiliary sloop Barada. Mr. Davis was last seen alive nine hours earlier aboard the Barada by Herbert V. Anderson, NBC sales executive and owner of the sloop.

Mr. Davis, 42, was the son of Owen Davis, Pulitzer prize playwright. He was a stage, movie and radio actor before joining NBC. On Broadway he had appeared in "Mr. and Mrs. North," written by his father; "The Barker"; "Jezebel," with Miriam Hopkins, and "The Solid South," with Bette Davis. His Hollywood debut was in "All Quiet on the Western Front." Among radio shows in which he appeared were: *Rudy Vallee Show, Those We Love, The Circle, The Goldbergs.*

Mr. Davis joined NBC in 1946. He superintended all matters of casting, writing, script procurement and general program preparation for TV.

Surviving are his parents, with whom he lived in New York, and a brother, Donald.

Promotion

DURING May and June listeners to WPDQ Jacksonville, Fla., are invited to enter station's $250 vacation contest. Contestants are asked to fill in statement in 50 words or less stating: "One of my favorite WPDQ programs is ——— because ———." Entrant must specify which vacation he would like to win as winners will be selected in each class. Vacations include: Week in Havana; week in North Carolina; week in New York; week at Miami Beach; week at Forest Woods' Sportsmans Lodge at Welaka, Fla.; and week at Rainbow Springs. Vacations are all expenses paid.

KYW 'Expanded'

RUBBER BAND, stretched to cover word "expanded," is featured on KYW Philadelphia's newest promotion piece. Done on heavy white cardboard, piece tells story of station's new antenna system and 50 kw power to carry "your sales story. . . ."

Scaffold Comments

STAFFERS at WAVL Apollo, Pa., were "up in the air" when scaffold was erected in front of building housing its studios and offices in Vandergrift, Pa. Taking advantage of unusual broadcast situation, Announcer Forrest Boyd ran long mike cord up scaffold and climbed to top himself to interview head of construction company and several bricklayers. For several days preceding broadcast station aired announcements saying "If the weather's fair, we'll be there." WAVL reports that as result of program, construction company and scaffold company plan to place advertising on station.

Spelling Bee

McCLATCHY stations and newspapers in California awarded a $600 college scholarship and gold wrist watch to winner in second annual Central Valleys Spelling Bee. Stations KFBK Sacramento, KMJ Fresno, KBEE (FM) Modesto, KWG Stockton, and KERN Bakersfield took part in event. Following contest, contestants and their chaperons were feted at a banquet.

Picture Jamboree

TO PROMOTE its *Camera Club of the Air*, weekly WWSW Pittsburgh feature, People's Camera Exchange, local photo supply house, staged its first Pix Shooting Jamboree for members on May 21. Members photograph riverboat race, part of city's "Welcome Weeks" celebration, with winners receiving merchandise prizes from sponsor's stock. All members were issued cloth lapel badges carrying legend "Member Photographer, People's Camera Club of the Air Sponsored by PEOPLE'S CAMERA EXCHANGE, . . . over WWSW."

Music and News

WITH an implied criticism of broadcasts using live studio audiences, KXA Seattle has taken ads in local papers inviting listeners to tune in for music and news, rather than participating shows. Line sketch of "suffering" listener holding hands to ears is accompanied, in two-inch ads, with this copy: "Shrieking audiences drive you nuts? Then listen to KXA—Music and News All Day. Stay tuned to 770."

Better Business

BUSINESS letters to trade are being distributed by WTOP Washington. Letters titled "Business Is Always Better in Washington!" give statistics to prove that Washington's business is above that of rest of nation. First two letters gave proof of city's increased department store sales, and its increased telephone book size.

Television Demonstration

FIRST demonstration of television program by WOC-TV Davenport, Iowa, recently took place in form of closed circuit telecast for studio audience of TV equipment distributors. Program included several commercial shows and news program. WOC-TV expects to be on air with regular telecasts in October.

Arizona Booklet

BOOKLET titled "Arizona—An Adventure in Irrigation" has been distributed by KOY Phoenix, Ariz. Booklet is designed to explain state's water problem and its right to water from Colorado River, now being disputed in Congressional hearings by California.

'Pacific Playground'

SIXTY-PAGE, five color brochure extolling beauties of Pacific Northwest, and titled "Pacific Northwest Playground, 1949," is being distributed by region's broadcasters. In addition to XL stations and KING Seattle, KGEZ Kalispell, Mont., is cooperating. Lavishly illustrated, book covers states of Washington, Idaho, Montana and Oregon, and Canadian provinces of Alberta and British Columbia. Except for publishers' credits and brief note listing stations and stating that "Summer or winter—the Pacific Northwest Broadcasters provide the best in radio entertainment . . . ," entire brochure is devoted to area, rather than radio.

Congratulations WBAL

WAAM (TV) Baltimore aired a sign-off announcement late last month congratulating its competitor WBAL Baltimore on latter's efforts in behalf of Cancer Fund Drive. Following announcement, WAAM requested its listeners to tune to WBAL-TV and watch final wind-up of station's Cancer Fund auction.

Mexican Independence Day

ON 87th anniversary of Mexican Independence Day, KIOA Des Moines aided in celebration by Mexican population of Iowa. Truman Walrod, who conducts special nightly program in Spanish, officiated at coronation of king and queen who reigned over festival, and also served as judge of royal contest.

Super Market TV

ONE HUNDRED video receivers have been leased from Bell Television Inc., New York, for installation in 25 Grand Union Super Markets throughout New York City for reception of *Market Melodies* being telecast over WJZ-TV New York [BROADCASTING, May 23]. Martin Sugar, Bell president, reports 15-inch direct view receivers with remote control units are being used, and audience of 125,000 people weekly are expected to view WJZ-TV's two-hour program.

RCA Booklet

ACTIVITIES of RCA are described in new booklet published by its Dept. of Information, New York. All phases of RCA's work are covered, from its formation through its foreign trade activities. RCA's broadcasting and telecasting activities from research to finished product are reviewed. Booklet is titled "RCA . . . What It Is . . . What It Does," and is designed to give "answers to questions often asked."

American Heritage

TWENTY sets of enlarged reproductions of the 26 American Heritage Documents are being distributed for showing in Los Angeles schools by local station KFWB. Documents include the Constitution, Declaration of Independence, Lincoln's Gettysburg Address and other famous papers.

BROADCASTING'S 1949 Marketbook will be published August 15.

Advertising deadline July 15. Reserve space today in your state sections. Regular rates.

17,500 circulation

AGRICULTURE

We've been programmed for the farmer for 24 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

BILL STERN Sports Award is presented to Jack Newell (l), Denver's "Athlete of the Year," by Lloyd E. Yoder, general manager of KOA Denver. Mr. Newell was selected as the city's outstanding prep athlete of 1948 in a vote conducted by KOA among the 25 Denver public high school coaches in cooperation with Bill Greim, director of health education for Denver Public Schools.

On All Accounts

(Continued from page 20)

to television. It was five years, however, before he could get at it again. For, joining the Merchant Marine in 1942, he went through the North Atlantic, South Pacific and Mediterranean before finally drying his feet before a television camera in Los Angeles in 1946.

His formal education started in Wausau, Wis., to which the family moved when he was five, and where he attended grammar and high school. In 1935 he received his B.A. from Ripon College, Ripon, Wis., a foreign language and English major.

His education secure, he struck out the next year for New York where he landed a $15 a week job as copy boy for the *Daily News*. In 1938, by which time he had become a feature writer and assistant night city editor, he was transferred to the Washington bureau of the paper. Two years later he deserted the *News* and became Washington correspondent for the *Philadelphia Record* and *New York Post*. During this period Frank found time to indulge in other interests, and, besides keeping these two papers happy, he wrote and announced a quarter-hour program on WINX Washington, freelanced on another local station, and wrote articles for *Esquire*, *Survey Graphic* and *KEN* magazines.

The fact that Frank has carried his education over into his everyday life is witnessed by one outstanding detail—Elfriede Stobbe, whom he met in French class at Ripon and married in 1936. Now their chief majors at their home in Manhattan Beach are Ann, 10, and Peter, 7.

Frank is a member of the Los Angeles Athletic Club, Mariner's Club and Sierra Club (mountain climbing). Writing adventure and sea stories for pulp magazines (under the name of Frank Riley) takes up a little more of his spare time.

Feature of The Week

(Continued from page 20)

sets from FCC which is authorizing a radio band for shortwave sets for sportsmen.

"They're the clear rig for lake rescues, lost fishermen, shore-to-ship warnings of storms and emergencies at seas," they pointed out.

In any event, the gimmick created so much interest among Twin Cities' sportsmen that the Minneapolis *Sunday Tribune* covered the fishing party on its expedition, and the *Minneapolis Star's* outdoor editor, Jack Connor, speculated on further possibilities.

Said Mr. Connor: "Next thing some radio guy will carry a radar set to sound for fish.

"That'll make the television people mad and they'll come up with a set that not only tunes in the wavelength of a fish, but televises a picture of him snubbing one of those bogus worms."

PROGRAM CLINIC

Chicago Slate Is Set

FIRST NAB Program Directors Clinic, to be held June 27-29 at the downtown campus of Northwestern U., Chicago, will present a list of nationally known specialists, according to Harold Fair, NAB Program Dept. director.

Speakers will include NAB President Justin Miller, who will discuss benefits of the Standards of Practice in programming during a period of growing competition and Maurice B. Mitchell, director of NAB's new Broadcast Advertising Bureau, and Sylvester L. (Pat) Weaver, Young & Rubicam radio-TV vice president.

Lewis H. Avery, of Avery-Knodel, representative, will discuss cooperation of stations and representatives in stimulating spot sales.

Ideas on using of library services will be given by Walter Davison, Capitol Transcriptions; C. A. Langlois, Lang-Worth Feature Programs, and John L. Sinn, World Broadcasting System. Representing copyright societies will be Herman Finkelstein, ASCAP; Kurt Jadassohn, SESAC; Carl Haverlin and Robert Burton, BMI. They will tell how to make efficient use of copyright services.

Dr. Kenneth H. Baker, NAB research director and BMB acting president, will talk on ways of conducting research in a community at minimum cost.

Discussing record programs will be Dick Redmond, program director of WHP Harrisburg, Pa., and John Tinnea, assistant station director of KWK St. Louis.

Charles A. Batson, editor of NAB's series of television reports, will review potential program material for guidance of those planning TV schedules.

Handling a discussion of news services will be E. R. Vadeboncoeur, vice president of WSYR Syracuse, moderating a panel consisting of John M. Cooper, INS; Phil Newsom, UP, and Tom O'Neill, AP.

Edgar Bill, president of WMBD Peoria, Ill., will speak on the topic, "What Management Expects of the Program Director," covering community relations, entertainment and business aspects. Practical ideas of giving listeners farm service programming will be presented by Chuck Worcester, farm director of WMT Cedar Rapids, Iowa. Public interest programming will be covered by Rex Howell, general manager of KFXJ Grand Junction, Col., with specific cases cited by Ernie Brevik, public interest director of WDAY Fargo, N. D., and Ed Wheeler, assistant general manager of WWJ Detroit.

Taking up the engineering side will be Royal V. Howard and Neal McNaughten, NAB director and assistant director of engineering, respectively.

Lee Little, general manager of KTUC Tucson, Ariz., will speak on the importance of continuing work in program promotion.

Registration fee for the three-day clinic is $15, covering all sessions. Meetings will be held in the auditorium of Northwestern U.'s Thorne Hall. Audition rooms will be available.

THE LONG ISLAND STORY

WHLI

daytime listenership now tops 3 network stations in Long Island's Hempstead Town where **food sales** exceed $300,000-a-aday . . .
$119,000,000-a-year . . .
$1285-a-family.

Food sales here are 71% *higher* than the U.S. average.

Data sources: Sales Management 1949 Survey of Buying Power; Conlan, January 1949.

AM WHLI FM
HEMPSTEAD, LONG ISLAND, N.Y.
ELIAS L GODOFSKY *President*

The Texas Rangers, America's greatest western act, for many years stars of radio, screen and stage, now are starring in their own television show on CBS-Los Angeles Times station KTTV each Monday evening. They star, too, on the CBS coast-to-coast network each Saturday afternoon, 4-4:30 EST.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations—we have a new and even better sales plan! Ask about it!

ARTHUR B. CHURCH *Productions*
KANSAS CITY 6, MISSOURI

WMIL.....
means
MILWAUKEE
REPRESENTED
BY FORJOE

FOR SOME INTERESTING INFORMATION ON RADIO IN IOWA, PLEASE SEE PAGE 31 OF THIS ISSUE

A 1 1/2 BILLION DOLLAR MARKET

spread over two states

Take our BMB Audience Coverage Map, match it with the latest Sales Management "buying power" figures, and you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.

KWFT

THE TEXAS-OKLAHOMA STATION

Wichita Falls-5,000 Watts-620 KC-CBS

Represented by Paul H. Raymer Co., and KWFT, 801 Tower Petroleum Bldg., Dallas

Allied Arts

HUGH M. GROWL has been appointed sales representative on staff of World Broadcasting System, division of Frederic W. Ziv Co., New York.

BOB GREER, former morning news editor and reporter at WNOX Knoxville, has joined Southern Television Productions, Louisville, as instructor and producer. He previously was station director of KPRK Livingston, Mont., and was with KFAC and KFWB Hollywood. Long interested in television, Mr. Greer has advocated plan of locally produced TV films on exchange basis with stations in area BROADCASTING, Nov. 29, 1948.

Mr. Greer

CENTURY NEWS PHOTO SERVICE, New York, has announced that following stations are using its service for publicity exclusively: WBBW Youngstown; WTNS Cochocton; WCLT Newark; WVKO-FM Columbus, all Ohio.

MAYFAIR TRANSCRIPTION Co., Hollywood, has transcribed *Curtain Time* quarter-hour adventure series featuring announcer HARLOW WILCOX. Series being offered to stations on either three or five weekly basis for 52 weeks.

C. E. HOOPER Inc.'s TV Network Hooperatings have been subscribed to by Chrysler Corp., Sterling Drug Co., Geyer, Newell & Ganger, and Trans-American Broadcasting & Television Corp.

TRANSIT RADIO equipment has been installed in first street car in St. Louis, according to C. L. THOMAS, Transit Radio Inc. president and general manager of KXOK-FM St. Louis, TRI station in St. Louis. Three hundred street cars and 1,000 busses will be equipped.

Equipment

JOHN MECK INDUSTRIES Inc., Plymouth, Ind., has announced new low-priced TV receiver. Seven-inch picture tube set retails at $149.50.

LESLIE J. WOODS, vice president of Philco Corp.'s Industrial Div., has been appointed vice president and director of research and engineering to direct all engineering and research activities of Philco. Mr. Woods and COURTNEY PITT, Philco vice president, also have been elected to board of directors. Mr. Woods joined firm in 1925 and in 1928 was named Philco's first television engineer. He has worked in company's engineering department; managed its Car Manufacturers' Division; served in Washington to help direct Philco's war work, and managed National Union Radio Corp., former Philco subsidiary.

Mr. Woods

SEATTLE AWARDS

Made in Radio, Video

AWARDS for excellence in the production of radio programs and announcements were presented May 17 by the Seattle Advertising and Sales Club in its second annual advertising competition. The meeting, which attracted an overflow of broadcasting executives and ad personnel, was the occasion also for the presentation of television awards for the first time.

A special award for outstanding merit for a commercial program was presented to KIRO Seattle for its participating show *Pass the Buck*, launched last fall and subsequently transferred to the Columbia Pacific Network.

First place for commercial programs went to *Washday Jamboree*, broadcast on KOMO Seattle for Troy-Empire City Launderers. Lunke-Maudsley & Assoc. is the agency. Second place award went to the *Ann Sterling Show*, participating on KJR, and third to *Evergreen Anthem Time*, sponsored by Evergreen-Washelli Cemeteries.

In the category of live announcements, the nod went to Fisher's Pancake Mix, a spot campaign for Fisher Flouring Mills, placed through Pacific National Advertising Agency. First place among transcribed announcements was awarded to the 1949 Ford announcements by Northwest Ford Dealers Advertising Assn., handled by J. Walter Thompson, Seattle. Messmer's Chicken 'n Chips received second place in this category, and third went to announcements prior to the November elections by Men and Women Against Prohibition. Penman-Neil was the agency for Messmer's and Bozell and Jacobs handled the anti-Initiative 13 spots.

In the category of public relations and community service programs, the winner was *Voices of the Northwest*, a choral program sponsored on KOMO by Seattle-First National Bank through Pacific National Advertising Agency. Second place was captured by *Seattle Story*, an institutional program presented on KOMO by the Chamber of Commerce, with McPherson & Crockett Production as agency, and third went to KIRO for the participating early-morning program, *The Old Boat Puller. Bill Moshier's Farm Forum*, on KJR under the sponsorship of Puget Sound Power & Light Co., with Strang & Posser as the agency, won honorable mention.

An award for public relations announcements went to the Olympia Brewing Co. for its long range campaign of traffic safety spots. Botsford, Constantine & Gardner is the agency.

TV awards were:

Commercial announcements (film slide or opaque)—Bardahl Motor Oil, through Wallace Mackay Advertising Co.

Commercial announcements (TV film)—Sick's Century Brewery, through Western Agency Inc.

Best television program promoting public relations and/or community service—University Symphony Concert, a sustaining program.

Best commercial program designed to sell merchandise and/or service—High school basketball championships, sponsored by Par-T-Pak Beverage Co., through Romig C. Fuller.

All the television programs were carried on KRSC-TV.

Technical

ALEXANDER DUBENETSKY has been appointed chief engineer of WNOC Norwich, Conn.

KENNETH RICE has joined engineering staff of WSTV Steubenville, Ohio.

FAIRCHILD RECORDING Equipment Corp., Whitestone, N. Y., has announced new rack mounting VI panel for visual monitoring of audio levels.

WORKSHOP Assoc. Inc., Newton Highlands, Mass., has announced availability of 12 models of parabolic reflector type antennas for 920-940 mc and 1990-2110 mc. Prices range from $325 to $1,350.

TELEVISION Technical Training Program, held early this month at RCA Victor, Camden, N. J., was attended by 15 foreign engineers, representing 12 organizations, in addition to 67 other engineers. This was seventh meeting of clinic.

HASTE MAKES WASTE,

Except

WHEN YOU HASTEN TO BUY

STATION WMPS IN MEMPHIS

WMPS 10,000 WATTS DAY 5,000 WATTS NIGHT 680 KILOCYCLES

AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

RADIO REPRESENTATIVES, INC.

FCC Actions

(Continued from page 49)

Decisions Cont.:

WHAY New Britain, Conn.—Granted mod. CP change type trans. and change studio location.

WRCO Richland, Wis.—Granted mod. CP approval ant. and trans. location, specify studio location and change type trans.

WMLL Evansville, Ind.—Granted license changes in FM station.

WEFM Chicago—Granted license changes in FM station.

WVKO Columbus, Ohio—Granted license new FM station Chan. 234 (94.7 mc), 32 kw, 220 ft.

KGW-FM Portland, Ore.—Granted license new FM station Chan. 262 (100.3 mc), 54 kw, 960 ft.

WNBT New York—Granted license change in equipment.

The Dispatch Printing Co., Columbus, Ohio—Granted license new exp. TV relay KA-3354.

Scripps-Howard Radio Inc., Area of Cincinnati—Granted CP new exp. TV relay KA-3300.

WKAM Warsaw, Ind.—Granted mod. CP approval ant. and trans. location, and change studio location.

BY COMMISSIONER WEBSTER

Patrick G. Smith, Bishop, Calif.—Granted petition requesting dismissal without prejudice of application for AM CP.

May 24 Applications . . .

ACCEPTED FOR FILING

AM—580 kc

KCNA Tucson, Ariz.—CP new AM station to change from 1340 kc 250 w unl. to 580 kc 5 kw-D 1 kw-N DA-2.

AM—1230 kc

KFPW Fort Smith, Ark.—CP new AM station to change from 1400 kc to 1230 kc.

License for CP

KMAC San Antonio—License to cover CP new AM station to change frequency, increase power, etc.

Modification of CP

WWSW Pittsburgh—Mod. CP new AM station to increase power etc. for extension of completion date.

Requests for extension of completion date new FM stations: KSTP-FM St. Paul, Minn.; WSLB-FM Ogdensburg, N. Y.; KUGN-FM Eugene, Ore.; KQV-FM Pittsburgh.

Requests for extension of completion date commercial TV stations: KTLA Hollywood to Sept. 1; WTTG Washington to Dec. 20; WICU Erie, Pa. to Oct. 1; WTAR-TV Norfolk, Va. to March 1, 1950.

TV-66-72 mc

WBEN-TV Buffalo, N. Y.—CP changes new TV station AMENDED to request ERP 16.2 kw vis. 10.2 kw aur. instead of 19.1 kw vis. 11.4 kw aur.

TENDERED FOR FILING

AM-1470 kc

KCNY San Marcos, Calif.—CP change from 1470 kc 250 w D to 1470 kc 250 w-D 100 w-N unl.

SSA-1030 kc

KWBU Corpus Christi—Extension of SSA 1030 kc 50 kw local sunrise Boston to local sunrise Corpus Christi for 12 months from June 15, 1949.

APPLICATION DISMISSED

Ralph M. Tanner, Springfield, Tenn.—DISMISSED May 20 application new AM station 1490 kc 100 w unl.

May 25 Decisions . . .

BY COMMISSION EN BANC

License Renewal

Granted license renewal for period ending Feb. 1, 1952: WFTC Kinston, N. C.; WBLJ Dalton, Ga.; WAYX Waycross, Ga.; WBHP Huntsville, Ala.; KNOE Monroe, La.; KBTM Jonesboro, Ark.; KEXO Grand Junction, Col.; WJOR Bangor, Me.; WHTB Talladega, Ala.; KEVT Kerrville, Tex.; KTRF Thief River Falls, Minn.

WJVB Jacksonville Beach, Fla.—Granted license renewal period ending May 1, 1951.

WIRK West Palm Beach, Fla.—Same to Nov. 1, 1951.

KFOX Long Beach, Calif.—Same.

Extension of License

Granted temporary extension of license to Sept. 1 pending final action on renewal applications: KARK Little Rock, Ark.; KFJZ (and aux.) Fort Worth, Tex.; KDB Santa Barbara, Calif.; KGB San Diego; KHJ (and aux.) Los Angeles; KGIL San Fernando, Calif.; KPMO Pomona, Calif.; WBAP Ponce, P.R.; WMEX Boston; WKEU Griffin, Ga.; WGAR Cleveland; WBAL Baltimore; WFVA Fredericksburg, Va.; WTUX Wilmington, Del.; WCBT Roanoke Rapids, N. C.; KXLR North Little Rock, Ark.; KWEM West Memphis, Ark.; KOB Albuquerque, N. M.; WMOB Mobile, Ala.

WMRO Aurora, Ill.—Granted temporary extension of license to July 1, pending action on renewal application, filed late.

K X X L Reno, Nev.—Granted temporary extension of license for 30 days. Renewal request filed late.

Hearing Designated

WECW Mayaguez, P. R.—Designated for hearing application for renewal of license; extended license on temporary basis to Sept. 1, 1949. Issues not announced.

Petition Dismissed

WORL Boston—At petitioner's request dismissed petition for extension of temporary license which expires June 1.

STA Granted

KECC Pittsburg, Calif.—Granted STA for period ending Nov. 25 to operate composite 15 w trans. on 936 mc for the purpose of providing STL cond.

Oral Argument Set

Scheduled oral argument, to be held in Washington 10 a.m., June 27, in matter of revision of procedure relating to handling of broadcast applications. Proceeding stems from notice of proposed rule-making of Feb. 21, looking to repeal of Avco rule but requiring advertising of changes in AM, FM and TV fields.

Extension Granted

Theodore Granik, Washington, D. C.—Granted extension of completion date for FM station to Sept. 1.

Allocation Plan Amended

Allocation plan for Class B FM stations amended to delete Channel 274 (102.7 mc) from Ann Arbor, Mich., and add to Adrian, Mich. Add Channel 295 (106.9 mc) to LaSalle-Peru, Ill.

May 25 Applications . . .

ACCEPTED FOR FILING

AM—690 kc

WVOK Birmingham—CP new AM station 680 kc 10 kw unl. DA-1 AMENDED to request 690 kc 50 kw D DA.

Modification of CP

Requests for extension of completion date new AM station: KVNE Oxnard, Calif.; WTIM Taylorville, Ill.

AM—1490 kc

KWEW Hobbs, N. M.—CP new AM station 1490 kc 100 w unl. to change to 1490 kc 250 w unl.

License Renewal

Requests for license renewal AM station: K H O Z Harrison, Ark.; KHUM Eureka, Calif.; KBMY Billings, Mont.; WSOC Charlotte, N. C.

License for CP

WHAY New Britain, Conn.—License for CP new AM station.

Modification of CP

Requests for extension of completion date new FM station: KARM-FM Fresno, Calif.; WROK-FM Rockford, Ill.; WJEF-FM Grand Rapids, Mich.; WKNE-FM Keene, N. H.; KTUL-FM Tulsa, Okla.; WERC-FM Erie, Pa.

WGOR Fort Lauderdale, Fla.—Mod. CP new FM station to change ERP to 9.25 kw, ant. height above average terrain to 257 ft.

WIFM Elkin, N. C.—Mod. CP new FM station to change ERP to 345 w, ant. height above average terrain minus 37 ft.

Requests for extension of completion date new commercial TV station: WSEE St. Petersburg, Fla., to Jan. 26, 1950; KFI-TV Los Angeles to Jan. 30, 1950; WOAI-TV San Antonio to Dec. 12; KRSC-TV Seattle to July 15.

TENDERED FOR FILING

AM—1520 kc

KTED Laguna Beach, Calif.—Mod. CP new AM station to change from 1520 kc 1 kw-D 250 w-N DA unl. to 1520 kc 1 kw unl. DA.

APPLICATION DISMISSED

Central Bcstg. Inc., Independence, Kan.—DISMISSED May 23 CP new FM station.

FCC Corrections

CORRECTIONS issued by FCC: May 17 decisions—WMCF Memphis should be 260 kw; KRED Eureka, Calif., 4.6 kw; WLOG-FM Logan, W. Va., 2.7 kw. May 18 decisions—WRMV Richmond, Va., should be Channel 225.

Reaching
4,000,000 PEOPLE
K W K W
Pasadena - Los Angeles

MINN. ASSN.

Meagher Heads New Group

FORMATION of the Minnesota Broadcasters Assn. took place May 23 in Minneapolis at a meeting of representatives from 40 stations.

Session elected John Meagher, KYSM Mankato and NAB District 11 director, as president. Other officers are C. T. (Swanee) Hagman, WLOL Minneapolis, vice president, and Mel Drake, WDGY Minneapolis, secretary-treasurer.

Organization's aims is to promote common interests of the stations and to combat unfavorable legislation, taxes, etc., on the state level.

Annual meeting of the MBA has been set for Sept. 21, following the NAB district meeting.

CANTOR DROPPED

Pabst To Back 'Riley'

PABST SALES CO., Chicago (Pabst Blue Ribbon beer), will sponsor *Life of Riley* on radio and television next season. The firm has dropped sponsorship of Eddie Cantor and will place the *Life of Riley* program in the same time period occupied by the former show —Friday, 9-9:30 p.m. on NBC. It will originate in Hollywood.

The television show on NBC-TV will be heard Tuesday, 9:30-10 p.m., and will be telecast from New York. William Bendix will continue to play the role of "Riley" in the radio version. The television part has not been cast as yet. Warwick & Legler Inc., New York, is the agency.

ILLINOIS Federation of Women's Clubs last week commended ABC with two first place awards for *America's Town Meeting* and *The Greatest Story Ever Told*, each given for the second time.

May 26 Decisions . . .

BY COMMISSION EN BANC

Extension Granted

Rock Island Bcstg. Co., Rock Island, Ill.—Granted extension of completion date to Aug. 9, 1949.

WOR-TV New York, N. Y.—Granted extension of completion date to Aug. 15, 1949.

Hearing Designated

Carolina - Piedmont Broadcasters, Inc., Lincolnton, N. C.—Designated for hearing application for new station on 1050 kc 1 kw D made WWGP Sanford, N. C., party to proceeding.

Colonial Bcstg. Co. Inc. and WHIT New Bern, N. C.—Designated for consolidated hearing application Colonial Bcstg. Co. for new station on 960 kc, 1 kw D and application of WHIT to change facilities from 1450 kc 250 w unl. to 960 kc 1 kw DA-N, unl.

Robert L. Easley, tr/as Spartanburg Radio Co., Spartanburg, S. C. and, Robert L. Easley, tr/as Easley Bcstg. Co., Easley, S. C.—Ordered consolidation of applications for new stations for hearing in previously designated consolidated proceeding with applications of William M. Drace, et al scheduled June 6 at Greenville, S. C.

Petition Granted

WEW St. Louis, Mo.—Granted petition of WEW requesting that application for unl. time on 770 kc with 50 kw, be reinstated and placed in pending file to await conclusion of proceedings; waived requirements of sec. 1.730 for purpose of accepting late-filed opposition of American Bcstg. Co.

Petition Denied

Gila Bcstg. Co., Winslow, Ariz.—Denied petition to reconsider and grant without hearing application; amended order designating application for hearing regarding issues.

Colorado City Bcstg. Co., Colorado City, Tex.—Denied petition to reinstate and amend application requesting Commission to reconsider and set aside action of March 21 dismissing application for new station on 1490 kc 250 w unl. (which was contingent on grant of application of KBST Big Spring, Tex. to change frequency from 1490 to 1230 kc, which application was denied); ordered that proposed amendment for 1320 kc 500 w unl. be accepted as new application and given filing date of April 11.

Petition Granted

WJOC Jamestown, N. Y. and WKRZ Oil City, Pa.—Granted petition WKRZ to designate for hearing application of WJOC to change facilities from 1470 kc 1 kw D to 1340 kc 250 w unl. made WKRZ party to proceeding.

Petition Denied

American Bcstg. Co. Inc.—Denied in all respects petition of ABC for dismissal of applications of Albuquerque Bcstg. Co. KOB Albuquerque, N. M. for mod. CP and license to operate on 770 kc 50 kw unl.

Extension Granted

KOB Albuquerque, N. M.—Granted extension of SSA to operate on 770 kc 25 kw-N 50 kw-D unl. until Sept. 1.

Granted Permit Renewal

American Bcstg. Co. Inc.—Granted renewal of permit to produce programs for trans. to stations CFCF Montreal and to Canadian Bcstg. Corp. network.

License Renewal

Following granted renewal of licenses: WJIK(FM) Asbury Park, N. J. for period ending June 1, 1952; WHA-

(Continued on page 64)

GATES
100% EQUIPMENT SOURCE
Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.
Make Gates your one source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.
TELEPHONES:
IN QUINCY 522
IN WASHINGTON MET. 0522
GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

FCC Actions

(Continued from page 63)

Decisions Cont.:

FM Madison, Wis., June 1, 1952; WPIC-FM Sharon, Pa., Dec. 1, 1949; WLOF Orlando, Fla., Feb. 1, 1952; WKAQ San Juan, P. R., May 1, 1952; KSRO Santa Rosa, Calif., Nov. 1, 1951.

License Extension

Following were granted temporary extension of licenses to Sept. 1, 1949: WATG(FM) Ashland, Ohio; KDKA-FM Pittsburgh; KYW-FM Philadelphia; WBZ-FM Boston; WVET Rochester, N. Y.; WJVA South Bend, Ind.; WFMN-FM Alpine, N. J.; WABD New York; WXLW-FM Indianapolis; WPEN-FM Philadelphia; WDEL Wilmington, Del.; WJOL Joliet, Ill.; WSOO Sault Ste. Marie, Mich.; KFFA Helena, Ark.; WTSV Claremont, N. H.; WDEC Americus, Ga.; KOAL Price, Utah; WAZF Yazoo City, Miss.; KIYI Shelby, Mont.; KFUN Las Vegas, N. M.; WIKK Erie, Pa.; KHJ-FM Los Angeles; WBKB Chicago; WINC-FM Winchester, Va.; WBCA Schenectady, N. Y.; WTSV-FM Claremont, N. H.; WCPT-FM Oswego, N. Y.; WNDR-FM Syracuse, N. Y.; W5XPH Albuquerque, N. M., Albuquerque Bcstg Co.; W6XAO W6XDU W6XJH Los Angeles, Don Lee Bcstg. Co.; W2XJT Jamaica, L. I., Jamaica Radio Television Co.; W1XUX W2XEM W2XQW W2XQX W2XWV W10XKT W3XHC W3XHD W3XWT W2XVT New York, Allen B. DuMont Labs.; W9XBB W9XOE Chicago, Balaban & Katz; W6XCO W6XLA W6XYZ Los Angeles, Paramount Television Productions Inc.; W9XHZ Bloomington, Ind., Sarkes Tarzian. WJBW New Orleans granted extension of temporary license for 30 days from June 1.

May 26 Applications . . .

ACCEPTED FOR FILING

License for CP

KFTM Fort Morgan, Col.—License to cover CP new AM station.

WKJB Mayaguez, P. R.—License to cover CP new AM station to change frequency, increase power, etc.

Modification of License

WGTL Kannapolis, N. C.—Mod. license to change from 870 kc 1 kw D to 870 kc 1 kw unl.

License Renewal

Request for license renewal AM station: KYUM Yuma, Ariz.; KVNI Coeur d'Alene, Idaho; WJNC Jacksonville, N. C.; KMAC San Antonio; WDNE Elkins, W. Va.; WOBT Rhinelander, Wis.

Modification of CP

Request for Mod. CP new FM station for extension of completion date: KBUR-FM Burlington, Iowa; WRXW Louisville, Ky.; WAYS-FM Charlotte, N. C.; WKY-FM Oklahoma City; WJAY-FM Mullins, S. C.; KGNC-FM Amarillo, Tex.; KFYO-FM Lubbock, Tex.

License Renewal

Request for renewal of license FM station: WBNU Aurora, Ill.; WUOM Ann Arbor, Mich.

TENDERED FOR FILING

AM-610 kc

WAYS Charlotte, N. C.—CP new AM station to change from 610 kc 5 kw-D 1 kw-N to 610 kc 5 kw unl. DA-2.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO MAY 26

Summary of Authorization, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,991	1,950	215		421	242
FM Stations	730	341	550	18*	63	30
TV Stations	64	9	110		331	182

* 6 on air

* * *

Docket Actions . . .

FINAL DECISIONS

KONO San Antonio, Tex.—Final decision granting switch from 1400 kc, 250 w, unlimited, to 860 kc, 5 kw day, 1 kw night directional; conditions. Denied competing bid of Roy Hofheinz and W. N. Hooper d/b as Texas Star Broadcasting Co. for same facilities. Comrs. Walker and Hennock dissenting. Webster and Sterling not participating. Story BROADCASTING, May 23, page 82. Decision May 20.

Los Angeles—Cosmopolitan Broadcasting Co., denied bid for new station 960 kc, 250 w, nightime only, for failure to prosecute application. Applicant is partnership of W. J. Fairchild, Lee Campbell, Lester L. Orticke and Albert J. McNeil. Comrs. Coy and Walker not participating. Decision May 23.

PROPOSED DECISIONS

Danbury, Conn. — The Fairfield Broadcasting Co., proposed decision to grant bid for new station 550 kc, 1 kw day, 500 w night directional, unlimited, and proposed denial of two other competing bids. Story this issue. Proposed decision May 23.

MEMORANDUM OPINIONS

WLAD-AM-FM Danbury, Conn.—Denied petition seeking reopening of record in case involving new FM station grant to The Fairfield Broadcasting Co. at Danbury and opposing Fairfield's AM application for new station on 550 kc. See story this issue.

Non-Docket Actions . . .

AM GRANTS

St. Johnsbury, Vt. — Twin State Broadcasters Inc., granted 1340 kc, 250 w fulltime. Estimated cost: $17,671. Principals: E. Dean Finney, traffic manager and assistant business manager of WSKI Montpelier, Vt., president-treasurer and 56.9% owner; James F. McKernan, vice president-chief engineer of WSKI, vice president 14.5%; John A. Swainbank, attorney, clerk 0.1%. Tacy Hood Finney, 3.5% and Margaret B. Finney, 3%. Granted May 26.

Red Oak, Iowa—Red Oak Radio Corp., granted 1600 kc, 500 w daytime. Estimated cost: $17,562. Principals: C. E. Tuttle, realtor, president and 75% owner; Oliver S. Riley, vice president 25%. Granted May 26.

Corning, N. Y.—John S. Booth, granted 1350 kc, 1 kw daytime. Estimated cost: $20,042. Mr. Booth is 33% owner and vice president of WCHA Chambersburg, Pa., and president and 39% owner of WLEA Hornell, N. Y. He is active manager of WCHA and supervises management of WLEA. Granted May 26.

Sebring, Fla.—Highlands Broadcasting Co., granted 1340 kc, 100 w, unlimited. Estimated cost $22,700. Principals: Henry Jollay, attorney; Ernest R. Baker, attorney; H. B. Craven, licensed dealer in municipal bonds; Edward Hasti, accountant. Mr. Jollay is 29.3% owner of National Rolled Thread Die Co. of Ohio. Granted May 26.

KATL Houston, Tex.—Texas Broadcasters Inc., granted switch from 1 kw unlimited on 1590 kc directional to 5 kw unlimited on same frequency with directional antenna for night only.

FM GRANTS

High Point, N. C.—Board of School Commissioners of City of High Point, granted new noncommercial educational FM station, Channel 207 (89.3 mc), 10 w. Estimated cost $2,995. Granted May 25.

Athens, Ohio—Ohio U., granted new noncommercial educational FM station, Channel 201 (88.1 mc), 10 w; estimated cost $2,800.

TRANSFER GRANTS

WTVN (TV) Columbus, Ohio — Granted transfer of control of Picture Waves Inc., permittee, from Elmer Schatz, Louis W. Adams, Dale D. Rapp, Edwin Q. Brandt, Charles J. Martin, Mark Flanagan and Richard McCann to Edward and Prudence H. Lamb, who will increase their stock holdings from 46% to 94% for nominal consideration of $1 for transfer of subscription rights. Minority stockholders assign subscriptions to Lambs because of other business interests. Mr. and Mrs. Lamb head WTOD Toledo and WICU (TV) Erie, Pa. WTVN is assigned Channel 6 (82-88 mc). Granted May 26.

KODI Cody, Wyo.—Granted transfer of control of Absaroka Broadcasting Co., from Breck Moran and Elizabeth L. Moran to William J. and Dorothy R. Garlow for $15,000. Mrs. Garlow previously held 5% interest which is increased to 49.47% and Mr. Garlow increases his interest from 5% to 50%. KODI is assigned 250 w fulltime on 1400 kc. Granted May 26.

WLOI LaPorte, Ind.—Granted assignment of license from Isabel S. Rumely, Hoyt H. Scott and Dr. Edward Young d/b as LaPorte County Broadcasting Co. to new corporation of same name in which Mr. Scott owns 50.5%. Interest of 0.5% is owned by Joan H. Scott and 49% by Dr. Young. Consideration is $6,134 for Isabel Rumely's 26% interest. WLOI is assigned 1540 kc 250 w daytime. Granted May 26.

WLOF Orlando, Fla.—Granted consent to transfer of stock involving negative control from Daisy Sears to her son, W. J. Sears Jr. Mr. Sears receives 3.75 shares as gift. WLOF is assigned 5 kw unl. on 950 kc.

KIHN Hugo, Okla.—Granted assignment of license from O. A. Brewer, George Malone, E. M. Kerr, W. R. Wallace, Elmer Hale and W. E. Schooler d/b as Little Dixie Broadcasting Co. to corporation composed of same people each retaining original interests. KIHN operates with 250 w unlimited on 1340 kc. Granted May 25.

FM Deletions . . .

FOURTEEN more FM authorizations have been deleted by FCC to bring total dropouts since first of year to 96 [BROADCASTING, May 2]. **Swift pace of TV and economics continue to lead reasons for withdrawals.**

FM DELETIONS by FCC, with reasons and effective dates, include:

KRUZ-FM Santa Cruz, Calif.—Monterey Bay Broadcasting Co., CP, April 24. Failure to prosecute.

WDSW New Orleans—Deep South Broadcasting Corp., CP, May 24. Since Commission denied application for new AM station applicant does not desire to continue FM.

WKBH-FM LaCrosse, Wis.—WKBH Inc., CP, May 24. No reason.

KFAB-FM Lincoln, Neb. — KFAB Broadcasting Co., CP, May 24. Economic.

WFIR Danbury, Conn. — Fairfield Broadcasting Co., CP, May 26. Applicant states that economic conditions have changed to such an extent that it no longer desires to construct FM facility. Fairfield is proposed new AM grantee there (see story this issue).

WJUN Philadelphia — Junto Inc., noncommercial, educational CP, May 26. Recent letter from Commission to applicant stated that if station construction could not be started immediately and brought to swift conclusion application should be dismissed. In reply applicant said it would be impossible to conform to demands of FCC and was therefore withdrawing.

KTSC-FM Tucson, Ariz.—Sun Country Broadcasting Co., conditional grant, May 4. No reason.

KPSC-FM Phoenix, Ariz. — Sun Country Broadcasting Co., CG May 4. No reason.

KFDX-FM Wichita Falls, Tex. — Wichtex Radio and Television Co., construction permit. May 4. Community already has two FM stations and could not support a third. Economic.

WQUA-FM Moline, Ill. — Moline Broadcasting Corp., CP, May 4. Lack of transmitter site. Plans to apply for reinstatement later.

WING-FM Dayton, Ohio — Great Trails Broadcasting Corp., CP, May 5. For reasons beyond control of permittee, board of directors determined to surrender permit.

WIBC-FM Indianapolis — Indiana Broadcasting Corp., CP, May 5. Economic.

KCLI-FM Los Angeles—Cannon & Callister Inc., CP, May 5. No reason.

KFDM-FM Beaumont, Tex. — Beaumont Broadcasting Corp., CP, May 5. Further develop AM interests and looking toward development of TV in that locality.

WGLS-FM Decatur, Ga. — DeKalb Broadcasting Co., CG, May 5. Can better serve listeners by improving AM outlet.

WNAB Bridgeport, Conn. — WNAB Inc., CP, May 5. Will devote energies and finances in presentation of application for TV.

WHHH-FM Warren, Ohio—Nied & Stevens Inc., CP, May 9. Economic.

New Applications . . .

TV APPLICATIONS

Reno, Nev.—R and L Co., Channel 7 (174-180 mc), ERP visual 30 kw, aural 15 kw, antenna height above average terrain 2,775.9 ft. Estimated cost: $166,123.58, first year operating cost $94,500, revenue not estimated. J. L. Riley and H. H. Luce, both with mining and real estate interests, are equal partners. Filed May 24.

Salisbury, N. C. — Mid-Carolina Broadcasting Co., Channel 4 (66-72 mc), ERP 14.85 kw visual, 7.425 kw aural, antenna 263 ft. Estimated cost $179,165, first year operating cost $60,000, revenue not estimated. Mid-Carolina is licensee of WSAT Salisbury. Applicant will continue with daytime operation of WSAT and plans to telecast only from 6-11 p.m. Filed May 26.

AM APPLICATIONS

Pampa, Tex.—Hugh DeWitt Landis and Ross B. McAllister, 1230 kc, 250 w unlimited; estimated cost: $10,258. Mr. Landis to be 66⅔% owner, is vice president of KFYO Lubbock, Tex., and 66⅔% owner of KICA Clovis, N. M. Mr. McAlister, to hold rest of interest, owns 33⅓% KTHM Tucumcari, N. M., and KICA. Filed May 24.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE

Menominee, Mich.—Alvin E. O'Konski, 1490 kc, 250 w unlimited; estimated cost $11,510. Mr. O'Konski is owner of WLIN Merrill, Wis. Filed May 24.

Bradford, Va.—C. L. Cooley, 1180 kc, 100 w, limited hours; estimated cost $1,950. Mr. Cooley is disabled war veteran. He has his own radio repair business and in his application states that station is already built and ready to operate. Filed May 18.

WNOW York, Pa.—Helm Coal Co., which now operates on 1250 kc with 1 kw daytime, requests nighttime operation also of 250 w on 1240 kc. In making unusual request applicant stated that presently York is only receiving nighttime reception from one station, WORK. In endeavour to reach a larger evening audience WNOW constructed and now operates an FM outlet, but states that percentage of FM receivers in area is so small as to be almost negligible. Grant would enable station to obtain some return on AM-FM investment and assist in meeting losses in first years of proposed TV station operation, application said.

TRANSFER REQUEST

WEDR Birmingham, Ala. — Assignment of permit from E. M. McElroy and J. E. Reynolds d/b as Magic City Broadcasting Co. to new corporation composed of following: J. E. Reynolds, manager of WJRD Tuscaloosa, Ala., president 33⅓%; Leah L. Doss 40% owner Howard Finance Co., Birmingham, vice president, 33⅓%; John A. Thompson, 33⅓% owner Decatur Development Co., 33⅓% Mr. McElroy sells interest for $1,000. WEDR is assigned 1220 kc 1 kw daytime. Filed May 17.

WVIM Vicksburg, Miss.—Assignment of license from P. K. Ewing Jr., F. C. Ewing and Myrtle M. Ewing d/b as Ewing Broadcasting Co. to Radio Mississippi Inc., new corporation headed by James T. Ownby who has 45% interest in WCTA Andalusia, Ala., and WJXN Jackson, Miss., and 9% interest in WULA Eufaula, Ala. He is president and 16⅔% owner. Jefferson Dige Bishop, secretary 45%, has same radio interest as Mr. Ownby. M. D. Taylor, 60% owner of Taylor Auto Parts, Andalusia and Panama City, Fla., vice president 16⅔%. Others include R. B. Anderson, owner of Anderson Peanut Co., 16⅔%; Tracy B. Wilder, owner Nehi Bottling Co., Vicksburg, 16⅔%; Charles Dixon, real estate dealer, 16⅔%. Consideration is $30,000. WVIM operates with 250 w unlimited on 1490 kc. Filed May 18.

KXLO Lewistown, Mont. — Assignment of license from Capital Broadcasting Co. to William G. Kelly and Victor J. Morgan d/b as Montana Broadcasting Co. Mr. Kelly is postmaster at Kalispell, Mont., and Mr. Morgan is publisher of daily paper at Kalispell and Daily Chronicle at Dalles, Ore. Both will have equal interests. Consideration is $50,000. KXLO is assigned 1230 kc, 250 w unlimited. Filed May 18.

WIHL Hammond, La.—Assignment of license from Joseph A. Sims and Henry A. Mentz Jr. d/b as Superior Enterprises to Joseph A. Sims. Mr. Mentz withdraws and sells his ⅛ interest for $2,750. WIHL is assigned 730 kc, 250 w daytime. Filed May 24.

WVOS Liberty, N. Y.—Transfer of control from David A. Kyle, Donald A. Corgill, Donald V. Murray, Harriet M. Kyle, Max H. Rhylen and Arthur L. Cooper to Harry G. Borwick and Seymour D. Lubin for $80,000. Mr. Borwick and Mr. Lubin each have ½ interest in Republican and Adviser Press, daily and weekly newspaper. They will be equal partners. WVOS operates on 1240 kc, 250 w unlimited. Filed May 18.

WHLW Rutland, Vt.—Assignment of permit from Herbert L. Wilson to Central Vermont Broadcasting Corp., new corporation composed of Herbert L. Wilson, consulting radio engineer, 52.6%; Charles I. Bates, retired business man, 30%; Helen M. Wilson, 5%; Vena M. Bates, 2%, Dorothy H. Harris, 2%; Robert L. Harris, 1.4%. Consideration is $35,000. WHLW is assigned 1000 kc, 1 kw daytime. Filed May 19.

WRDW Augusta, Ga.—Assignment of license from Augusta Broadcasting Co. to Radio Augusta Inc. Contingent on grant of transfer of control to Radio Augusta Inc. filed simultaneously. Consideration is $170,000. Principals in Radio Augusta Inc., are: Ernest D. Black, 50% owner WBML-AM-FM Macon, Ga., 25% owner WDAK Columbus, Ga., and WCOS Columbia, S. C., president 20%; Emmet G. McKenzie, 50% owner WBML, 25% of WCOS, vice president 20%; Allen M. Woodall, 25% owner WCOS, 25% owner WDAK, and one-third owner WDWD Dawson, Ga., vice president 20%; Charles W. Pittman, manager WBML and 25% owner WCOS, secretary 20%; W. R. Ringson, vice president of WRDW and 20% owner WHAN Charleston, S. C., treasurer 20%. Filed May 16.

TRANSFER AMENDED

KTSA San Antonio, Tex. — Request for transfer of control of Sunshine Broadcasting Co., licensee, from Taylor Radio and Television Corp. to Gene Autry for $450,000 AMENDED to assign Mr. Autry's right to purchase all outstanding stock to Express Pub. Co., publisher EXPRESS-NEWS. Mr. Autry receives out-of-pocket expenses, $7,000. Paper was competitive bidder for KTSA, assigned 5 kw on 550 kc [CLOSED CIRCUIT, May 16, 9]. Amendment filed May 24.

RADIO SERVES TORNADO AREAS

Brilliant Public Service Again Given

A TRAIL of tornadoes a fortnight ago, which raged through areas of the great Southwest, Missouri, Indiana and Illinois, left behind not only stricken families and devastated properties, but a glowing testimonial to the force of radio in the public interest and in times of national disaster.

Typical of the reports reaching BROADCASTING were these:

In Amarillo, fast work by the KTSA San Antonio staff gave Texas listeners an eye-witness description of the great wind which struck Amarillo May 15. Newsman Bob Knouse lined up telephone circuits and got through to KGNC Amarillo for a report by KTSA Program Director Bob Watson. Description was broadcast via tape recording.

KTSA remained on the air a half-hour beyond its regular midnight signoff to carry latest news bulletins. When reception conditions that night produced a clear signal, KTSA suggested to listeners concerned over the welfare of friends that they tune direct to KGNC, giving call letters and frequency, which aired bulletins and personal messages throughout the night. Following day, station's Eston Pace again contacted KGNC to tape-record an on-the-spot report by Mr. Watson.

Missouri Disaster

When a tornado roared through Cape Girardeau, Mo., May 21 and literally crushed everything in its path, KFVS immediately became the center around which all activity revolved. Station turned over its offices to the Red Cross for headquarters. Thousands of people reported to the studios to offer their services after KFVS appealed for help with messages from the Salvation Army, Naval Reserves, National Guard and others.

Telephone lines to the studios were jammed with calls inquiring about relatives, offering homes and donating equipment, bedding and food. Complete news coverage was given far into the night. The twister veered sharply north, missing KFVS' three tower directional array. Managers of affiliated stations—Murrell Currier of WKRO Cairo, Ill., and James Collins of KFMO Flat River, Mo.—came to KFVS' assistance to bolster and direct activities during the emergency. Portions of the special broadcast also were carried by WKRO.

For a while after the twister passed, KFVS' electric power was cut off and its mobile unit was pressed into action. The announcer read reports by flashlight. When power was restored, the mobile unit went to the disaster scene to broadcast on-the-spot and eye-witness accounts.

WIL Wire-Records

WIL, 5 kw St. Louis independent, covered the stricken areas of Southern Illinois May 21 and 22 with Vern King, Mel Kampe and Fred Beeler, of the special events staff, wire-recording the appeals of authorities for aid. Mayor William Stonum of Wood River, which suffered heavy devastation, personally appealed to the St. Louis audience through WIL, which set up recording facilities in a town school.

In addition, WIL cooperated with city's Amateur Radio Network, which maintained a traffic control system for dispatching needed supplies from surrounding cities. Several operators were interviewed, and WIL programs were delivered back to St. Louis and aired.

In Alton, Ill., on May 21, WOKZ for the second time in two years covered a tornado that struck Wood River, airing bulletins from volunteer workers, etc. Communication and power lines were down in the area, but WOKZ's staff remained on the job throughout the night with descriptions and interviews. Early the next morning the station aired first complete list of dead and hospitalized.

Staff included Tom Payton, chief engineer; Ralph Day and Hayward Talley, engineers; Clyde Wiseman and Russ Wonnacott, special events; Lowell Seitzinger, news editor; Ray Washabaugh, program director, and others.

WBOW Terre Haute, Ind., anticipated a tornado May 21 by airing a warning about the time it hit the city. Announcer Omar Williams, playing golf, saw the twister approaching and telephoned the station which incorporated a warning in its newscast. WBOW interrupted programs to give bulletins and make appeals. It also was instrumental in rounding up the National Guard, Naval Reserve, and Auxiliary Police and Fire departments. On-the-scene wire recordings and telephone "beep" conversations also were aired.

WBBM Chicago has been cited by National Conference of Christians and Jews. Citation was received by Public Relations Director Don E. Kelley.

Garden Radio

(Continued from page 25)

regular indoor attractions.

But when it came time Thursday to put their names on the dotted lines, on advice of Mr. Hays they decided not to sign because the paper presented for signature was the standard contract of the New York State Athletic Commission, giving all the video rights to the Garden.

The Garden has insisted it needs such a clause so it can make a deal with sponsors, and particularly for the yearly type sponsor like Gillette.

The impasse in the Robinson-Gavilan situation came in the office of Eddie Eagan, boxing commissioner, who could offer no solution but who called a formal meeting of the commission Friday to discuss the matter.

Whether the Robinson-Gavilan fight also would be cancelled remained to be worked out. If so, it would be the second big thrust in the nature of a manager's strike against the Garden.

The Robinson-Gavilan deadlock threw the Garden forces into a considerable surprise, for that deal was said to be more generous than the offer to the guild. The guild, it was said, had been offered $500 for each main event fighter plus a sliding scale which could net a main eventer up to $1,000. The managers are still holding to their 50% demand.

They first cut in on TV fees last year, following a similar no-fight stand. Under the settlement then achieved with 20th Century Sporting Club, main eventers averaged about $425.

HALE BONDURANT

To Manage KFBI Wichita

HALE BONDURANT, formerly manager of WJBC Bloomington, Ill., has been named manager of KFBI Wichita, it was announced Wednesday by Howard Lane, president of the corporation which owns KFBI.

Prior to joining the Bloomington station in 1942, Mr. Bondurant was sales manager of WHO Des Moines for 10 years. He previously had been midwest advertising manager of *Wallace's Farmer* and *Iowa Homestead*.

Mr. Bondurant has served as chairman of the NAB sales managers committee of both Districts 9 and 10. He presently is secretary-treasurer of the Illinois Broadcasters Assn. He will be succeeded in his IBA post by J. Ray Livesay, president and general manager of WLBH Mattoon.

The Wichita station, an ABC affiliate, and one of the oldest in Kansas, is licensed to KFBI Inc. The corporation acquired the station from the Farmers & Bankers Insurance Co. of Wichita in October 1948. Station operates on 1070 kc with 10 kw daytime and 1 kw at night.

At Deadline...

YANKEE NETWORK STATION SALE PLAN REJECTED

YANKEE NETWORK's plan to dispose of its WAAB Worcester, Mass., and WMTW Portland, Me., under a lease arrangement providing for a flexible rental [BROADCASTING, Aug. 9, 1948] was rejected by FCC Friday in decision denying assignment applications.

Radio Enterprises Inc. was to have acquired stations, and, as consideration, would have leased their physical facilities from Yankee for minimum $325,000 for five years. FCC objected to provision which would also give Yankee 25% of gross billings above $12,000 per four-week period during that time.

Lease plan was "inspired by a desire to aid Radio Enterprises in taking over and operating stations which heretofore have been financially unsuccessful," and also seemed Yankee's best chance to recapture past losses, FCC said. Contract expressly disclaims any Yankee rights in licenses if assigned to Radio Enterprises. But, FCC said:

. . . The fact remains that where the rental is geared to gross income, the lessor inevitably has retained an added interest in the operation of the station. Since this is prohibited by the statute, the fact that this might be of some business convenience to the parties cannot change the result. The rights of a licensee . . . are exclusive rights. . . . Such a provision for sharing in the gross profits, the right to participate in the business of the lessee, offers the opportunity to persuade, coerce or control the lessee in such a manner as to be inimical to the public interest, convenience and necessity. . .

Joint losses of WAAB and WMTW averaged $7,188 per month from February through October 1948, FCC said. Losses in October, after curtailment of expenses, totaled $2,826.

Radio Enterprises is owned (99%) by Josephine L. Baybutt, owner of Ernest Jacoby & Co. (Boston commodity brokerage firm), and is headed by her son, John A. Baybutt (1%). Firm planned several economies and intensified sales effort to put stations on profitable basis. WAAB, founded in 1926, is on 1440 kc with 5 kw. WMTW, started in late 1946, is on 1490 kc with 250 w.

COMPETING BID FOR KGIL DISMISSED BY FCC

SETTLEMENT of transfer dispute involving KGIL San Fernando, Calif., begun Friday with dismissal by FCC of competing bid of P. G. Paltridge at his request. Under agreement Mr. Paltridge's one-third interest in KGIL will be bought by Howard P. Gray, commercial manager, for $15,000 on condition FCC approves license renewal and original transfer of 56.4% interest in KGIL from Helen Ruth Allen to Fayette J. Smalley Jr. for about $20,000. Mr. Paltridge, ex-KGIL manager, also will drop his $45,000 breach of contract suit against KGIL [BROADCASTING, Nov. 29, 1948].

Commission also granted request of KVAK Atchison, Kan., to drop transfer from S. H. Paterson to Dr. Albert Alvin Almada for $80,000 [see story page 41]. FCC however continued indefinitely hearing on license request.

TUBE SALES DECLINE

SALES of receiving tubes dropped in April, according to Radio Mfrs. Assn. reports from member companies. April sales totaled 13,593,164 units compared to 14,505,349 in March. Of April total, 9,662,760 were for new sets, 2,909,247 for replacements, 928,903 for export and 92,254 for government agencies. Four-month tube sales in 1949 total 54,251,207 units.

TWO NEWSMEN PURCHASE WAVZ NEW HAVEN

SALE OF WAVZ New Haven (and its interim FM sister) to two newsmen who would run it as "newspaper of air" consummated for $80,000, subject to FCC approval.

Purchasing daytimer from half-dozen stockholders, including Lester C. Flood, former FCC accountant and 28% owner, are Victor Knauth, of Wilton, Conn., editor of *Omnibook* and former publisher of *Bridgeport Times-Star*, and Don W. Kops, formerly with *Kiplinger Newsletter* and Scripps-Howard newspapers in Texas, who would become manager. WAVZ established in 1946, operates on 1260 kc with 1 kw daytime. Transaction through Blackburn-Hamilton.

KICD REVOCATION ORDER RESCINDED BY FCC

CLEAN SLATE given KICD Spencer, Iowa, by FCC Friday in decision rescinding previous order to revoke station's license on grounds Ben B. Sanders made financial misrepresentation in purchasing 64% interest for $19,000 from L. W. Andrews in 1945 [BROADCASTING, March 29, 1948]. Commission said Mr. Sanders concealed fact he got money from J. Harold Smith, evangelist owner of WIBK Knoxville, Tenn., at Rev. Smith's request that loan be kept secret.

FCC found there had been no willful misrepresentation as Mr. Sanders explained he understood Commission was concerned only with fact he had sufficient funds and not how he obtained them.

WARNER DROPS CHICAGO TV

TV APPLICATION of Warner Bros. Pictures Inc. for Chicago dismissed Friday by FCC at request of picture firm. Warner Bros. in early May filed drop-out request and criticized FCC delays, but fortnight ago asked petition to be passed over [BROADCASTING, May 16].

WSNY PROBE SET AUG. 1

INQUIRY into ownership dispute at WSNY Schenectady, N. Y., set Friday by FCC for Aug. 1. Hearing will center on counter-claims of George R. Nelson, ex-general manager, and Winslow Leighton, president, regarding station control and stock transfer [BROADCASTING, May 9].

SCOTT HEADS KSRO

CHARLES P. SCOTT, manager of KTKC Visalia, Calif., for 12 years, named manager of KSRO Santa Rosa, Calif., succeeding Edward Handley. Mr. Scott entered radio in 1933 at KGHL Billings, Mont.

WGAL-TV—ON TIME

WGAL-TV Lancaster, on test pattern since April 3, begins full commercial operation Wednesday, June 1 "as advertised." Owned by Steinman Stations Inc., and directed by President Clair R. McCollough, station is basic NBC, but will also carry CBS and DuMont networks. It will operate from 4:45 to 11 p.m. daily, serving 3,100 TV receivers in area. Sister WDEL-TV Wilmington scheduled to take air between June 15 and July 15, says President McCollough.

HALPERN NEW HEAD OF TELEVISION SOCIETY

DAVID HALE HALPERN, radio and television director of Owen & Chappell, New York, made new president of American Television Society for coming year at group's last meeting of 1948-49 season in New York. Other officers are: Vice president, Donald D. Hyndman, Eastman Kodak Co.; secretary, Reynold R. Kraft, NBC; treasurer, A. U. Braunfeld.

New ATS board members are: Charles Durban, U. S. Rubber Co., retiring ATS president; Ralph Austrian, consultant; Halsey V. Barrett, DuMont; Jerry Danzig, CBS; E. P. H. James, MBS; George Shupert, Paramount Pictures; Maurice E. Strieby, AT&T.

RIPLEY DIES IN NEW YORK

ROBERT L. RIPLEY, "Believe It or Not" creator, died Friday afternoon of heart attack at New York's Columbia Presbyterian Medical Center. He was 55. Mr. Ripley had NBC-TV program Tuesdays, 9:30-10 p.m., was previously on NBC radio from 1931 to 1938 and 1947 to 1948.

VOTE ON ACTORS UNION

ACTORS Equity and Chorus Equity Council approved blueprint Friday for video actors union and will report that approval to Equity annual meeting June 3. AFRA local in New York also holding annual meeting June 9 at which video actors union to be given top consideration. Plan for such union, to be called 4A's Television Authority, will be up for death or life June 17 at annual meeting of 4A's [Associated Actors & Artistes of America] international board.

BRIGHT TO JOIN ABC-TV

ROBERT BRIGHT, former art director of WPIX (TV) New York, joining ABC-TV as assistant art director June 6.

GETS WEDDING RIGHTS

WNEW New York last Friday secured exclusive broadcast in New York area of Rita Hayworth-Ali Khan nuptials, courtesy North American Service, French Broadcasting System.

Closed Circuit

(Continued from page 4)

by Buick through Kudner, and going into the Berle NBC-TV spot during summer, will probably move to Thursday 9-10 p.m. period in fall.

ANNOUNCEMENT shortly will be made of appointment of Charter Heslep, former Washington manager of Mutual, as chief of radio and television of Atomic Energy Commission. He will join AEC as soon as he completes assignment of editing Adm. Wm. D. Leahy's war memoirs, probably sometime next month. At AEC he will report to Morse Salisbury, chief of information division.

CAMEL CIGARETTES considering sponsorship of USC-UCLA home games in Los Angeles this fall. Kendall Foster, TV head of William Esty Co., was on Coast last week, discussing possibilities.

GENERAL FOODS, New York, actively looking for hour-long television show for fall presentation.

PROCKTER Productions has filmed television version of *The Big Story* on NBC, sponsored by Pall Mall cigarettes, for presentation to advertisers as possible fall video series. SSC&B New York, is agency.

... only through EXPERIENCE

Will your new product really sell? Only through experience will you learn whether your product is right... your package appealing . . . your selling theme effective. And WLW-land is the ideal place to test and gain that invaluable experience.

For WLW-land is the proving ground of the Nation.

You'll find a true cross-section of America in WLW's Merchandise-Able Area. Here, in parts of seven states, are nearly 14 million persons — in great cities and tiny hamlets, in country houses and cottages. These millions typify the people of our Nation, for they come from every walk of life, from every income bracket. So if an advertising campaign will work in WLW-land, it's pretty sure to be effective anywhere in America.

Many sales problems have been brought to WLW. And when at all possible, manufacturers and advertising men have received help. But the assistance provided has not been merely time-on-the-air. WLW's service goes deeper. The Nation's Station has facilities unrivaled by any other radio station in the country, plus manpower, plus a "know-how" peculiar to its territory.

Yes, WLW-land is the ideal proving ground for new ideas, products, packages and techniques. And WLW—with its unequaled facilities—can help you gain the experience you need to reach . . . *and sell* . . . consumers.

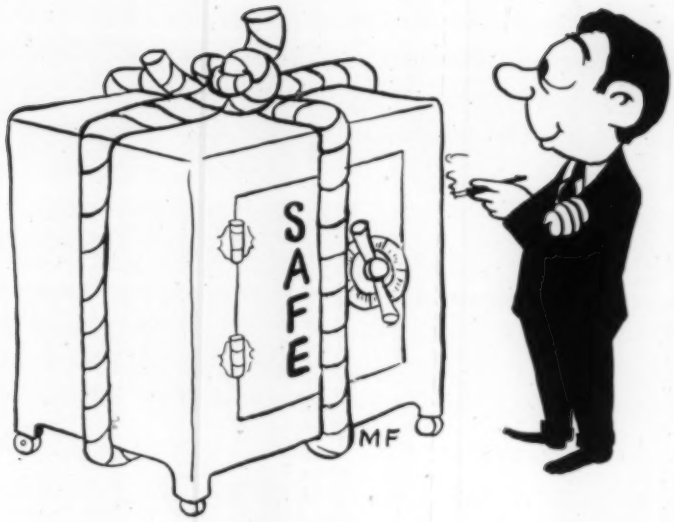
Do *you* have a sales problem? The Nation's Station will be glad to help you solve it soundly.

WLW

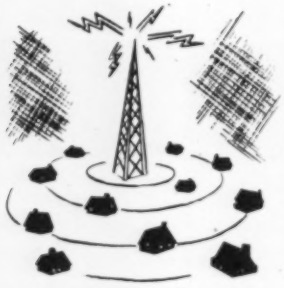
THE NATION'S [illegible] STATION

Crosley Broadcasting Corporation

How Your Advertising Dollar Can Help–



SAFEGUARD YOUR PROFIT DOLLAR



High break-even point is one purloiner of profit dollars we *can't* help you with—unfortunately. But we *can* help you stop the profit-thief of declining or static sales.

As a national advertising medium, we can work to stimulate your sales. Better yet, we can do it at a lower coverage cost than other networks and, at the same time, offer greater flexibility to gear with your *selective* selling needs.

Let's talk coverage. The A.C. Nielsen Network Audience Study measures the weekly audience of all networks. A projection of their Feb.-Mar. 1948 Study gives Mutual 31,603,000 radio homes, day; and 30,399,000 radio homes, night. That's *a lot of audience* for one medium to offer as potential.

Let's talk cost. Based on the Nielsen figures and on full network rates—a half-hour evening on Mutual costs an advertiser 31¢ *per 1000 homes covered* (time only). The costs on the other networks are: 34¢, 36¢ and 37¢.

Let's talk markets. The 137 U.S. Metropolitan markets account for 59% of radio homes, 64% of retail sales. Mutual delivers 130 of these (night) and 136 (day). And all but a few *from within*—by a station right in the market. In the rest of the country (41% of radio homes, 36% of retail sales)—Mutual offers 390 stations, of which 318 are in towns having *no other network station.*

Let's talk flexibility—fitting the network to your needs. If you want full national coverage, then use our "$1,200,000 Plan" which permits maximum freedom in programming, in selection of stations, in "scheduling"—it's radio's best mass buy. But if you must work on a limited budget, or have a selective market problem, then find out about our Plan that enables you to sell where you want to.

Mutual really works with your Advertising Dollar to Safeguard Your Profit Dollar. Why not talk it over with us.

MUTUAL BROADCASTING SYSTEM

TELECASTING

A Service of BROADCASTING Newsweekly

For the
7th consecutive
month,
NBC presents
advertisers
with the largest
average
evening audience
in network television*

*TV Hooperatings—October through April

WHAT'S NEW IN TELEVISION? **TAKE A LOOK AT WPTZ!**

. . . for TV's Oldest Commercial Program!

Last month, Jack Creamer—Gimbels Handy Man—began his third commercially sponsored year in television. Since April 1947 the Handy Man has appeared on the same station (WPTZ), on the same day (Friday), and for the same sponsor (Gimbel Brothers). There's never been an interruption in the series.

If this record doesn't make the Handy Man the oldest commercial television show, it certainly will do until a better one comes along.

That the Handy Man has been a commercial success almost goes without saying. Week after week, the Handy Man has been bringing customers into Gimbel Brothers' great store to buy merchandise demonstrated on his program. Time after time, the Handy Man has sold Gimbel Brothers out of stock to the point that such an occurrence is no longer news. During the transit strike, for instance, one of the Handy Man's demonstrations sold some $2,000. worth of Howdy Doody dolls. One demonstration of a new laundry basket hiked sales 15 times higher than any previous week!

This is to say congratulations to the Handy Man—and to Gimbel Brothers, one of America's first television sponsors.

If you would like further information about how television can sell merchandise for you in the country's second largest television market . . . how WPTZ's experienced crews and fine facilities can get the most out of television advertising for you or your client, drop us a line or see your NBC Spot Sales Representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.

WPTZ

FIRST IN TELEVISION IN PHILADELPHIA

NBC TELEVISION AFFILIATE

A Service of Broadcasting Newsweekly

MAY 30, 1949

TELECASTING

VIDEO SPOT

Accounts for 38.3% of TV Revenue in Four Months

By ROBERT LUCE

WHO BUYS TV SPOT? That question is answered in a current analysis by the *Rorabaugh Report on TV Advertising*, which shows that jewelry and silverware manufacturers bought 26.7% of the total spot time on TV in the period. Other leading product groups using TV spot are beer and wines with 15.1% and tobacco and cigarettes 11.6%.

TV spot is starting off as a real revenue producer. For the first four months of 1949, spot advertising led the field in dollar volume on TV, exceeding network advertising by a small margin. Total spot expenditures for the first four months were $3,036,576, or 38.3% of the total TV time sales. Network revenues were 36.6% and local sales 25.1%.

The top product groups in TV spot use are not the same as the AM spot leaders. The chart below shows a comparison of the relative importance of each product group in AM and TV spot. The AM spot percentages are from BROADCASTING Research Department estimates, [BROADCASTING, April 11]; TV spot percentages estimated by Rorabaugh.

In these early days of TV the only conclusion that can be drawn is that AM and TV spot appeal to different product group advertisers to a different degree. Beer and wine advertising accounts for 4.9¢ of every AM spot dollar; in spot TV, it accounts for 15.1¢. Household supplies and cleansers are near the top of the AM spot list, but in TV, spot use by this category is negligible, with less than 1% of the total.

Drug advertising is high on AM spot (13.4%) but on TV it's a minor product group. About 1.6% of TV spot revenues come from this product group.

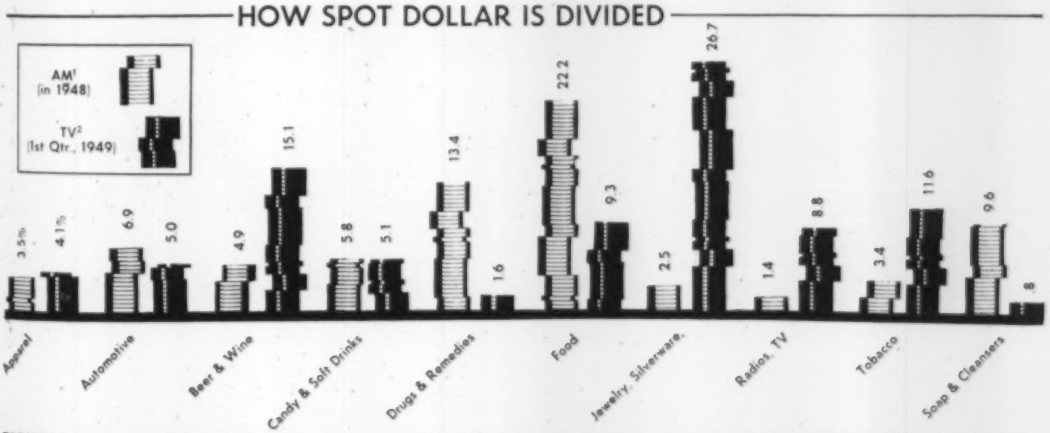
Soft Drink Budgets

Confectionery and soft drink advertising in both AM and TV spot is about equal (5.1% on AM, 5.8% on TV). Food advertising on TV lags behind proportionately when compared with AM spot totals. In the case of AM, food products advertising is 22.2% of spot advertising. On TV, spot advertisers from that product group have been substantial, at 9.3% of the total, but not nearly as important as in AM.

TV manufacturers have used TV to sell sets. Radios, TV sets and phonographs, as a group, are near the top of the spot advertiser heap on TV. Most of this advertising is done by the TV set manufacturers. A total of 8.8% of the first quarter total, or $183,483, has been spent in the first three months of the year by these advertisers. Proprotionately, spot advertising in this category on AM stations is 1.4% of all spot business.

Comparisons are not possible in all product groups because two different product classifications are used by Rorabaugh and by BROADCASTING in the analysis of spot business. However, the principal categories in each are comparable in the table. Comparisons in the table are comparisons of the *relative* importance of the product groups within each media. Actually, the AM spot total in dollars is 10 times the volume of TV spot.

HOW SPOT DOLLAR IS DIVIDED



FIGURES above each bar show the per cent of total AM and TV spot expenditures made in each product group. These percentages are a measure of the relative importance of each product group in the overall AM and TV spot picture. Actual dollar totals for AM, are of course, much greater than the TV dollar volume. Product groups are listed at bottom of chart.

¹Source: BROADCASTING Survey of Spot Revenue
²Source: Rorabaugh Report on Television Advertising

'49-'50 BUDGETS

Ford, RCA Victor Swing to TV

TWO MAJOR radio advertisers, Ford Motor Co. and RCA Victor, have funneled their entire radio budget into television for the 1949-50 season with a third, Philco Corp., possibly following suit.

Effective July 1 the Ford Motor Co., after 15 to 17 years in radio, will drop sponsorship of its current hour-long AM series, Friday, 9-10 p.m. on CBS. The budget on the radio show was approximately $20,000 per week. The entire sum will be switched to underwrite the television show, *Ford Television Theatre*, currently on once a month, which will shift in October to every other week. Tentative plans also call for a weekly operation of the program on CBS-TV beginning in January 1950. Kenyon & Eckhardt, New York, is the agency for Ford Motor Co.

The Ford Dealers, through J. Walter Thompson Co., will continue with the same policy. The dealers are dropping the *Fred Allen Show* on NBC after this season but will continue to sponsor a television show.

They are currently using *Through the Crystal Ball* on CBS-TV.

RCA Victor, through J. Walter Thompson, will drop its *RCA Victor Show* on NBC after three consecutive years of sponsorship. The firm, however, will continue to sponsor its video show *Kukla, Fran & Ollie* on NBC-TV next fall. In addition RCA Home Instruments Div. has signed a contract to sponsor five Notre Dame football games next season on TV. The games will be played in cities connected to the eastern-midwest coaxial cable. Although no network has yet been signed to carry the series, it is most likely that it will be NBC-TV if time is available.

Philco Indefinite

Philco Corp., through Hutchins Adv., has dropped sponsorship of the *Bing Crosby Show* on ABC and it is understood will not return with another radio show next season. Although Philco has discontinued the *Philco Playhouse* on NBC-TV, the company is contemplating continuing sponsorship of a television show—not necessarily the *Playhouse*—in the fall. Definite fall plans had been delayed by the plant strike but it is estimated that executives will come to a decision by next month.

Video Clothes Bank

MALE television performers will soon be impeccably attired if plans of the Men's Fashion Guild, an organization dedicated to the abolition of the stringy cravat and the shiny trouser seat, reach fruition. The Guild, at its annual show in New York's Waldorf-Astoria, announced it would accumulate a clothes bank of fastidious haberdashery worth $25,000 to lend to television networks. Telecasters may draw upon the Guild's wardrobe whenever they want to, Burt Bachrach, director of the Guild, said.

Man with Bag: *"Tell me, Officer, what's the best station with which to do a television job in Washington, D. C.?"*

Officer: *"Look on the righthand page, Sir; look on the righthand page. WOIC's your boy!"*

APPLICATION for EMPLOYMENT

NAME WOIC-Channel 9 SOCIAL SEC. NO. $

ADDRESS Barr Building, 910 17th Street, NW, Washington 6, D. C.

PHONE NUMBER Sterling 0600 BIRTH DATE January 16, 1949

DRAFT STATUS Immediately Available

IN CASE OF EMERGENCY NOTIFY Above - or WOR, 1440 Broadway, New York City
LOngacre 4-8000

EDUCATION

Mostly schooled by my father, WOR, who is approximately 26 years of age. He has drilled me thoroughly in AM station operation and this, of course, is pretty much the heart of video operation. I have learned from him that any sponsor's program can begin paying off from the start and that so-called "experimentation" - as far as the sponsor's dollars are concerned - need not be done.

Since I went into operation in January of this year, I have developed a new local program every two weeks. That, if I may be so brash, is quite a record. Not only that, but every one of these shows was sponsored within 30 days !

Finally I have more than 30 local and 30 national advertisers. That's "delivering", isn't it?

SINGLE? MARRIED? Yes IF SO, TO WHOM? CBS, MUTUAL, WOR

CHILDREN, IF ANY? Expecting a brother, WOR-TV, Channel 9, New York

R&R'S TELEVISION TIPS

By JANE PINKERTON

TOOTHPASTE sales in the Midwest have skyrocketed since TV clients of Ruthrauff & Ryan, Chicago, became aware that their smiles are showing.

Thirty satisfied video clients, selling such wares as shoes, magazines, Mother's Day corsages and dog food have invested increasingly in the new medium since 1944, with agency TV billings doubling each year over the previous year. Clients attribute their satisfaction with R & R's brand of television to (1) agency executives' personal interest in each product, (2) a practical approach based on time-tested theories, (3) lively, solid-selling commercials, and (4) novel, entertaining program matter.

These are reasons also why R & R has had more clients on television than any other agency, with most activity stemming from the Chicago office. Roswell Metzger, vice president in charge of radio, and Fran Harris, television director, originate and supervise shows and commercials for the Midwest (Chicago, St. Louis, Cincinnati) as well as Houston, Seattle, Los Angeles, San Francisco and Mexico City. In New York, Wilson M. Tuttle is vice president in charge of radio, with Quincy G. Ryan, another vice president, as TV director. Baltimore and New York-area business is centered there.

JERRY MAHONEY and his dummy get instructions from Miss Harris for the ventriloquist's lines for a film series of 60-second Tums commercials, telecast during the past winter and spring in New York and St. Louis. Live action was plotted so that the closing 20-second slot can be removed to be telecast alone. Miss Harris has developed this technique for various clients to increase flexibility and lessen costs.

Ruthrauff & Ryan hired Miss Harris to open the first midwest agency department devoted exclusively to video. Extensive television experiments and commercial programming had been conducted only in New York before then. Miss Harris was chosen because of her writing and theatrical background, both as a producer and actress, and for her production experience at WBKB (TV) Chicago, which observes its eight anniversary next month (June).

As a kickoff to promotion of the new medium, R & R directed the first agency TV symposium in the Chicago office in October 1946. More than 50 clients and potentials watched *Telequizzicalls* on WBKB, video's first quiz show, and listened to analyses and predictions by Paul Mowrey, then and now ABC's national TV director; Paul Raibourn, vice president in charge of television for Paramount Pictures; Ardien Rodner, former TV advertising director of Commonwealth Edison Co., Chicago, and now of WPIX (TV) New York as liaison man, and Miss Harris. Among the firms represented were Pepsodent, Wrigley and Lever Bros.

The first cash-in-hand client entered the portals six months after the department opened, sponsoring a one-time WBKB show, *The Amazing Adventures of Tumblin' Tim*. The Acrobat Shoe Co. bought 30 minutes for a phantasy in the hope that Marshall Field & Co. would carry its children's shoe line (store's policy was to feature only shoes of its own making). Extensive advance promotion (the Board of Education approved the script and tied-in the telecast with classes), selection of audience (sets were spotted in schools), and the appealing imagery of the storyline (a land of "in-between," with Phil Kinsman, former star of the *Schaeffer Parade*, as a shoe tree, and Joe Kelly of *Quiz Kids* fame as the clown) netted the firm orders totaling two and one-half times production costs before the show went on the air.

Quick to realize that programming is the essence of TV's appeal, agency officials nevertheless were aware that the commercial bears the burden of sales proof. R & R was one of the first agencies to advocate minute movies as "ideal" for the medium. Setting-up a separate movie division, the agency produced three films in the first year. Made originally for use in movie theatres, they were produced also for TV. The balance between close- and long-range shots for small and mass audiences was mastered only after detailed experimentation in camera techniques. Commercial costs have now been trimmed so that spot announcements can be produced within any client's budget limitation.

Commercials of every TV-type and length have been made, employing ventriloquists, animated copy lines, complete animation, star testimonials, full dramatizations with live actors, still cartoon sketches and still pictures with animated titles. Latest ones to be telecast are a series of five one-minute animated spots for Southern Select beer (Galveston-Houston Breweries) with 30-second open and close on KLEE-TV Houston during the baseball games. The firm bought baseball and wrestling for $100,000.

Typical of the integrated commercial was the plugging of Goodall Co.'s Palm Beach suits for men during *Players of the Day*, telecast 54 times last summer on WGN-TV Chicago. The announcer, interviewing celebrities, also conversed daily with a fan who always happened to be wearing a Palm Beach suit. He told simply where viewers could buy one just like it. This was the only product-mention.

A natural tie-in for Squirt soft drink was found when the agency produced on WBKB the first TV barn dance. Eight dancers, a barbershop quartet, male singer and special acts sipped the product when warm and weary after performing. Actually the show was a 30-minute commercial, as someone drank the product all the time.

Reward for imaginative planning of this kind in New York also was given by the American Tele-

* * *

SUCCESSFUL special show, *Living Christmas Card*, was sponsored last Christmas by Morris B. Sachs, Chicago clothing firm, with parents and children appearing in typical holiday scenes. After the children trimmed the tree and went to bed, cameras focused on the toys, which "came to life" with dissolves. The doll pictured became a ballet dancer, the Christmas Fairy, who met the boy and girl in Dreamland. An institutional presentation, the program had no commercials—just brief mentions of the firm name at open and close.

One of a Series

BATTLE of chairmen took place on the NBC-TV premiere telecast of the *American Television Forum* May 22. The three gentlemen waving gavels, all with outstanding records as chairmen, are (l to r) Sen. J. Howard McGrath (D-R.I.), chairman of the Democratic National Committee; Theodore Granik, founder and chairman of the *American Forum of the Air* and the *American Television Forum*, and Rep. Hugh Scott Jr. (R-Pa.), chairman of the Republican National Committee. Program is telecast Sunday, 3-3:30 p.m., originating from WNBW (TV) Washington.

vision Society in 1945 and 1946 when it cited the agency "for the most consistent effectiveness in the development of television commercials."

Much of the know-how in programming was acquired by the agency from 1942 to 1944 when it produced weekly half-hour shows on WABD (TV) New York for Lever Bros. It experimented in audience participation, drama, variety, news, special events, sports, gossip and chatter, and fashion, producing more than 88 live studio shows for various products.

Some of the general findings four years ago: The daytime serial can be translated into television (the first regular TV daytime serial took the air last January on WNBQ-NBC Chicago), serials of this kind will be fewer than on AM because of cost but will have a greater impact; "Television's ability to present educational features effectviely will increase in direct

Clients Finding Success With Agency

ratio to the development of studio facilities and equipment"; gossip and chatter "are highly successful, and this type may be one of the most interesting on the telescreen."

Ruthrauff & Ryan was the first agency to see the video value of perpetual product identification. During the WABD shows, it backgrounded a quiz program with a Rinso box rising from a cloud of suds. At the same time, it made progress in the stream of consciousness technique, which was most successful in Lifebuoy commercials featuring identical twins in "before and after" sequences.

A major challenge confronted the Chicago office two years ago when Henry C. Lytton Co., Chicago department store, sponsored hockey games on WBKB. Live studio commercials previously had featured such merchandise as dresses, suits and coats on models cast in short dramas. But the store wanted to advertise girdles and brassieres, heretofore avoided by all agencies.

Miss Harris, with a touchy theme and a slim budget, devised two film sequences to complement live action in which a girl lounged in a bedroom, reading mail. One letter was a formal dance invitation. The girl walked to a closet, perused her only formal and dreamed how she would look. Then a film showed her entering a ballroom, waving gaily to friends and having her belt pop open and a seam split. Live action caught her disgruntled, and determined to prevent any such disaster.

With cameras focused on a store counter, she watched a clerk wrap a girdle and brassiere. Returning home, she dressed for the party. The following film sequence showed her the center of attraction, presenting a smoother contour with belt and seams that didn't pop. The commercial successfully showed the benefits of the product in use without actually showing the item itself.

One of the agency's most popular commercials was a live-action shot of a terrier gulping Ken-L-Ration dog food from the International Kennel Club's dog show in Chicago last March. Within four days, more than 5,000 viewers responded by mail to the offer of a coupon, entitling them to two free cans of Ken-L-Ration if they bought three, and to a free booklet on the care of dogs. Each piece of mail was addressed correctly—phenomenal in the advertising realm—and each included the full product name, also spelled correctly. As a result, the firm sponsored the Cincinnati dog show May 1 and national television is contemplated.

Another satisfied customer is Morris B. Sachs, Chicago merchant who has sponsored *The Amateur Hour* locally for 15 years. After the initial simulcast March 13, scheduled originally as a one-time shot, Mr. Sachs contracted for AM and TV broadcasts for an indefinite period. "All of my store customers asked me to get into television, and, when I finally did, I wondered why I waited so long," he explained. "It's a wonderful advertising medium, and has brought me a lot of new store traffic." Shortly before Easter, the store telecast models wearing men's and boys' apparel. No other medium was used, and sales on these items were greater than for any equivalent period in the store's history.

Current video clients include American Central Kitchens, minute movies in Cleveland; Dodge Dealers of St. Louis and Griesedieck Bros. Beer, sponsoring 15 Cardinals home games and using 40-second sound-on-film commercials; the Goodall Co., five-minute *How To Improve Your Golf* on 19 stations and *Inside Tips on Baseball* on two Boston stations; Gunther Brewing Co., spots in Baltimore; The Sherman Hotel, one-minute movies featuring the new College Inn on WGN-TV Chicago daily for 46 weeks, and the Baldwin Piano Co., *It's Baldwin By Request*, 15 minutes weekly in Cincinnati.

Clients who have used TV are Allen Edmonds Shoe Co., Allied Florists of Chicago, Baltone Hearing Aid, Chicago Dodge Dealers Assn., Garrett Wines, Greater Cincinnati Dodge Dealers Assn., James Goodwin (Chicago Dodge dealer), *Kaleidoscope* magazine, the Sheakespeare Co. (Chicago fishing rod concern whose president's first name is William) and the P. K. Wrigley Co.

* * *

MODELS wear varying styles of Alligator rainwear in front of a reproduction of a Henry C. Lytton and Co. store window in a live commercial utilizing casual conversation and an informal grouping.

WAFM-TV
Signs With ABC-TV

WAFM-TV Birmingham (Ala.), now under construction, has signed an affiliation agreement with ABC-TV, bringing to 35 the network's total of affiliates and owned-and-operated stations. Twenty-four are on the air.

WAFM-TV is owned by the Voice of Alabama Inc., and is a metropolitan class station which will operate on Channel 13. It will be managed by Thad Holt. WAFM-TV is also a CBS-TV affiliate.

TV HOOPERS
Three Newcomers Appear

THREE newcomers to the top 10 TV Hooperatings in the New York area were noted in the C. E. Hooper Inc. report for May 1949. They are *The Goldbergs*, *Winner Take All* and the *Fred Waring Show*, all three of which are telecast on WCBS-TV New York and CBS-TV.

The complete May list is as follows:

TOP TEN TV HOOPERATINGS
(Regularly scheduled sponsored Television Programs)
May 1949

Program	Station	Rating
1. Texaco Star Theatre	WNBT	80.5
2. Godfrey's Talent Scouts	WCBS-TV	56.8
3. Toast of Town	WCBS-TV	51.9
4. The Goldbergs	WCBS-TV	51.5
5. Suspense	WCBS-TV	48.2
6. Broadway Revue *	WABD & WNBT	41.4
7. Arthur Godfrey and Friends	WCBS-TV	40.9
8. Fireside Theatre	WNBT	32.8
9. Winner Take All	WCBS-TV	29.3
10. Fred Waring Show	WCBS-TV	29.0

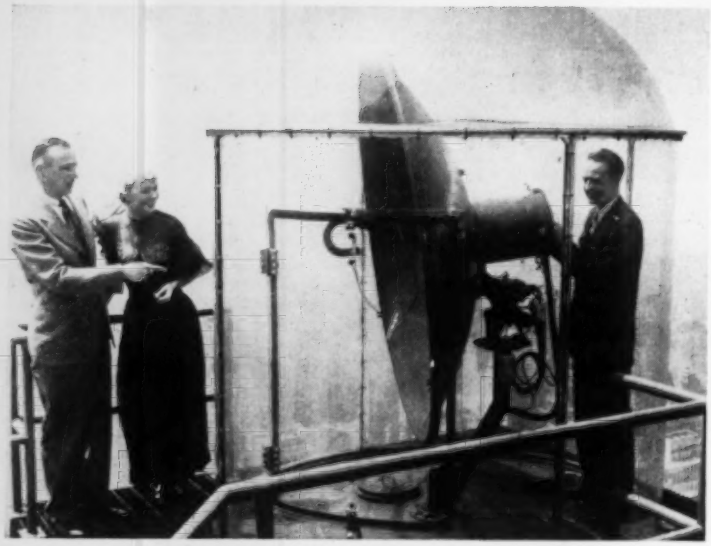
* *Broadway Revue* was telecast on WABD and WNBT. The rating is the combined audience to both channels.

REHEARSAL CAMERA
For Use in TV Is Invented

THE REV. R. C. WILLIAMS, S. J., coordinator of television at Creighton U., Omaha, has invented a television rehearsal camera which costs approximately $150 to construct, the university has announced.

The camera, designed for use in planning and testing basic camera shots for a TV production, should encourage video program development and experimentation by colleges, little theatres and amateur groups, Mr. Williams believes. He pointed out that Creighton U. and WOW Omaha have been conducting TV production experiments on the Creighton campus for two years with electronic video equipment owned by the station but that few universities can afford to purchase and maintain such equipment.

Size and proportion of the images on the viewfinding aperture of the rehearsal camera closely resemble those on the electronic viewfinders of professional TV cameras.



Chester A. Rackey (l), manager of audio and video engineering at NBC, explains the details of the new receiving unit atop the RCA Bldg. to Kyle MacDonnell, NBC video star, while Robert Barnaby, NBC engineer, demonstrates its action.

* * *

RADOMES

Plastic Housing Protects Microwave Units

TWO "radomes," Plexiglas-housed television relay units, have been installed atop the RCA Bldg. in New York City to provide all-weather microwave relay reception from NBC-TV remote units.

O. B. Hanson, NBC vice president in charge of engineering, explained that heretofore weather conditions had interfered with the relay of remote pickups. The new radomes are made of Lucite and Plexiglas, which are penetrated by microwaves and which protect the receiving parabolas against weather.

The equipment consists of a six-foot parabola which concentrates the short waves toward a wave guide receiving element. The receiving parabola can be directed toward the remote transmitting point. A similar parabola is used to transmit the signals.

The radomes, which are heated and ventilated, will resist all weather conditions, Mr. Hanson said.

SARRA INC.

Television Commercials

Motion Pictures — Sound Slide Films

NEW YORK - CHICAGO

HOLLYWOOD

RADIO SESSIONS

Library Group To Meet

PAUL MOWREY, ABC vice president and national director of television, will discuss video at the June 16 advertising group luncheon of the Special Libraries Assn. Convention, to be held June 12 through June 18 at the Biltmore Hotel, Los Angeles. The ad group also will hear Don Belding, chairman of the Foote, Cone & Belding executive committee and chairman, joint ANA-AAAA committee on improvement of public understanding of the economic system. His subject will be "The Battle for Men's Minds: The American Economic System Campaign."

Officers of the ad group are: Chairman, Arax Odabashian, research librarian, Foote, Cone & Belding; vice chairman, Martha O'Leary, librarian, Benton & Bowles; secretary, Bonnie Dewes, librarian, D'Arcy Advertising Co., St. Louis.

Admiral Article

PRODUCTION rise of Admiral Corp., Chicago, in the TV receiver field is the subject of an article in the June issue of *Fortune* magazine. Titled "In Television Admiral's Hot," the article traces the company's rise in the mass production field from pre-war years to its present status in TV manufacturing, with TV sales for 1947 listed at $25,200,000, or nearly 40% of its total sales.

Film Report

LOUIS WEISS & CO., Hollywood exclusive television film distributor, has closed deal with NBC to telecast eight Johnny Mack Brown and 16 Bob Steele westerns. The pictures are produced by **William Hackel, Supreme Pictures Corp.** They are telecast weekly over WNBT (TV) New York, WNBK (TV) Cleveland and KNBH (TV) Los Angeles. NBC also has contracted for serials "Custer's Last Stand," "The Black Coin" and "The Clutching Hand." Negotiations are underway for a considerable amount of other Louis Weiss & Co. television productions for NBC stations and affiliates. . . . **Caston Productions**, Los Angeles, is preparing series of four one-minute commercials for Pump-It Inc., Hollywood (plastic ketchup dispenser) . . .

Kling Studios, Chicago, has completed series of six one-minute live action and animation spots for **Fox DeLuxe Beer** for Chicago stations. They also may be telecast in Milwaukee. Same studio planning five-second commercials featuring package identification for **Fehr Beer**, Louisville.

Low-Price Film

Five Star Productions has announced low-price commercial range film with delivery within 15 days. Aimed at local as well as regional advertisers, scale runs $150 for sight and sound, $90 silent and $60 for titles and still photos with trick lighting and optical effects. . . . **Wilding Productions**, Los Angeles, is making six one-minute commercials for **Albert's Milling Co.** on behalf of **Friskies Dog Food.** Agency: **Erwin, Wasey & Co.**, same city. . . . Chiquita Banana of refrigerator fame will now be seen on television—**John Sutherland Productions**, Los Angeles, is adapting its series of technicolor films to one minute and 20-second live action and animation in black and white for United Fruit Co., to be distributed nationally.

RKO Trailer

RKO is readying minute trailer spot for use in television cities to coincide with local showing of "Big Steal." Agency: **Foote, Cone & Belding**, Los Angeles. . . . Production of first 13 stories for fall use in **Procter & Gamble's** *Fireside Theatre* get underway June 6 with second series to roll few weeks later. **General Television Enterprises Inc.**, Hollywood, is supervising production with **Frank Wisbar** directing. Each is a 13½ minute subject. . . . **Irwin Allen-Franchot Tone Productions**, Hollywood, is planning minute trailer spots for "Man on the Eiffel Tower," to be placed on spot market basis starting with release of picture in June or July. Agency: **Foote, Cone & Belding**, Los Angeles. . . .

Films Dick Tracy

Valle Video Inc., Hollywood, is producing audition film version of projected *Dick Tracy* series with NBC paying cost of film. Whether network will seek sponsor on basis of audition version or will be willing to put it on sustaining is not settled. . . . **Ideal Pictures Corp.**, Chicago, has 100 film titles in educational and religious fields available for TV. Included in group are 40 dramatic British films. . . . **Screen Gems Inc., Columbia Pictures Corp.** subsidiary, at 729 Seventh Ave., New York, has added television department. Screen Gems has absorbed work of **Telespots Inc.**, New York. **Ralph Cohn** and **Jules Bricken**, formerly of Telespots, will head department. **Media Productions**, producer of motion pictures for TV, has been opened at 4 W. 58th St. **John Houseman** heads new concern.

PHONEVISION

Chicago Experiment To Start

EXPERIMENTAL Phonevision will be launched in 400 Chicago homes "later this year," H. C. Bonfig, vice president of Zenith Radio Corp., Phonevision originators, announced Wednesday at a meeting of the Chicago Television Council.

A cross-section of Chicago homes will be selected for the trial runs, scheduled to last "several months." Regular Illinois Bell Telephone Co. facilities will be used, and Zenith TV equipment will be installed in the homes "only because our receivers have built-in Phonevision adaptors," Mr. Bonfig said.

He stressed the fact that the experiments would not interfere with normal telephone service. A "filter" will be installed in each home to channel calls to and from the phone apparatus, by-passing the TV set.

ARTHUR ROSS

Found Dead in New York

ARTHUR H. ROSS, 36, one of NBC's top television scene designers, was found dead from hanging Sunday evening, May 22, a short time after working on the network's *Ballet Theatre* show.

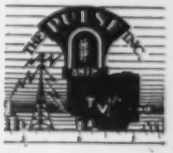
An NBC carpenter came upon his body in the NBC tele-prop room in the sub basement of the International Building in New York. Mr. Ross, said to be depressed for some time, was unmarried.

–and it's practical, too!

| | | |

	Sing-Copation L (E-M)		*Bon Voyage* L (E-M)	Action Autographs Bell&Howell L (E)	*Bowling Headlines* L (E-M)	Edelbrew Bowling Headliners L (E)	*Bowling Headliners* L (E)
	General Electric Fred Waring's Pennsylvanians L (E-M)			*Weekly News Review* L/F (E)			
	NBC Dramatic Theatre L (E-M)			*Around the Town* L (E-M)		*NBC Newsroom*	
	Skip Farrell Show L (E-M)						
	Ford Motor Co. Through the Crystal Ball		General Foods Corp. Goldbergs L (E-M)	People's Platform			
	Feature Theater			R. J. Reynolds Camel Caravan of Sports			
	Colgate-Palm.-Peet Co. Colgate Theatre L (E) K (M)		Firestone Tire & Rubber Americana L (E) K (M)	*Village Barn* L		*Newsreel* F	
	America's Town Meeting Co-op		*Dr. Fizum* L (E-M)	Co-op Boxing (to midnite) L (E-M)			
	Gulf Oil Corp. We the People L (E)		Electric Auto-Lite Suspense L (E-M)	Household Fin. Bdct'g. with Barry L (E)	*Blues by Bargy* L(E) K(NI)		
	DuMont TV Dealers Ted Steele Show L (E-M) K (NI)		Odell Co. Croton Watch Co. Boxing—Westchester				
	Procter & Gamble Fireside Theatre L (E)		*Believe It or Not* L (E) K (NI)	*To Be Announced*		*Trotting Races Roosevelt Raceway* L	
			Co-op Wrestling L (E-M)				
	Whitehall Pharmacal Mary, Kay & Johnny L (E)		*Kobbs Korner* L (E) K (NI)	Studio One Westinghouse			
	Court of Current Issues (E-M) K (NI)						
	Kraft Foods Co. TV Theatre L (E-M)			*Meet the Press* L (E)		10:30 *Newsreel*	
	9-9:25 Crusade in Europe F (E-M)	9:25-9:30 Life & Time Pal Headlr	*Actors' Studio* L (E-M)	*Roller Derby* L (E) (M)			
	Film		Wine Industries Scott Paper Co. Dione Lucas	*Blues by Bargy*			
	DuMont Labs Morey Amsterdam Show L (E-M) K (NI)						
	Gulf Oil Corp. Gulf Road Show L (E)		Bigelow-Sanford Bigelow Show L (E-M) K (NI)			10:20 *Young Broadway* L	
	Bristol-Myers Break the Bank L (E-M)		*Think Fast* L (E)				
	Science Review L (E)		*Premiere Playhouse*				
	Whelan Drug Stores Front Row Center		*Key to the Missing*				
	Bonafide Mills Benny Rubin's Theatrical Agency L (E)		American Tobacco Co. Your Show Time F (E-NI)	Gillette Fights L (E-M)		Cheseb'gh Greatest Fights (5 min.)	Lgt. & M Supper Club L (E-M)
	Paul Whiteman's TV Teen Club L (E-M)						
	Feature Film F (E)						
	Crosley Div., AVCO Who Said That L (E-M)		*Saturday Night Jamboree*	*The Dave Garroway Show*		*Trollers Roosevelt Raceway*	

GROWING—



GROWING—

GROWN!

THAT is a brief summary of TV development in New York since April, 1948. You can read it in the comparative figures below:

NUMBER OF HOME TV SETS IN THE 10 COUNTY METROPOLITAN AREA

April, 1948	April, 1949
112,069	424,046

ECONOMIC DISTRIBUTION

	All Families April 1949	TV Families April 1948	TV Families April 1949
A (Rich)	6.1	22.7	9.8
B (Upper Middle Class)	25.1	34.6	38.3
C (Lower Middle Class)	40.3	35.8	42.0
D (Poor)	28.5	6.9	9.9

IN COMPARISON to the total population, TV distribution in April, 1949, is still topheavy with A and B homes, but much closer to a true cross-section than April, 1948.

PENETRATION OF TV OWNERSHIP WITHIN EACH ECONOMIC LEVEL

	April, 1948	April, 1949
A	13.3	28.0
B	5.3	19.1
C	3.0	14.8
D	1.5	5.4

THE largest gains percentage-wise occurred in "C" homes and the smallest in "A" homes. This means that TV is becoming (but isn't yet) a mass media.

FOR OTHER INFORMATION AND FOR TELEFACTS

Ask The Pulse

THE PULSE INCORPORATED
ONE TEN FULTON STREET
NEW YORK SEVEN

Advertisers who want to talk to people living within a 50-mile radius of New York can hold hands with more of them through television than through any one of the 5 leading weekly magazines. Of the 500,000 TV homes within this radius more of them tune in CBS Television than any other network or independent station.

KFMB-TV PICKUP

Opening Show Fed 129 Miles

PROBABLY the longest direct television pickup without benefit of microwave relay was accomplished by KFMB-TV San Diego when it debuted May 16, according to Jack Gross, owner and general manager.

Covering 129 miles, the pickup came as part of the San Diego station's dedicatory program when KTLA (TV) Hollywood saluted KFMB-TV with a program featuring Klaus Landsberg, KTLA general manager, and Spade Cooley, western star. Paul Mowery, ABC director of television, who was present for the inaugural said "KFMB-TV picked up direct and no equipment has been built for that kind of pickup and commercial retransmission. They used a dummy receiver and took out some parts but they didn't add anything."

The station, which opened the 36th American television market, actually telecast its first signal at 8:01 p.m. May 16. Mayor Harley E. Knox of San Diego threw the switch and the television cameras were focused upon him, making the mayor the city's first telecast image. Opening program came from the Hotel San Diego where 40 civic dignitaries attended a Chamber of Commerce-sponsored dinner.

Tribute to Gross

All speakers paid tribute to Mr. Gross for his efforts in bringing the city its first television station. Mr. Gross said that no thanks were due him but rather to the men who have been associated with him and to the public for its interest in television.

Al Jarvis, Los Angeles record m.c., handled m.c. chores on a variety show which featured Sons of the Pioneers, vocal group; Clark Dennis, singer; Jerry Lawrence, m.c. of his own show over KNBH (TV) Hollywood; Jan August, pianist.

KFMB-TV is an affiliate of ABC, according to Mr. Gross, but for an interim period also will carry programs of NBC and CBS. Telecasting on Channel 8, (180-186 mc) station's transmitter is atop Mt. Soledad.

Basic rate is $200 per hour with minute spots priced at $32.

* * *

SAN DIEGO'S Mayor Harley E. Knox (center) throws the switch which puts the city's first television station, KFMB-TV, on the air. Jack Gross (l), president and general manager, and Paul Mowery, ABC national director of television, participate in the opening ceremony.

VIDEO TUBES

Cathode Ray Output Up

EXPANSION in production of television receivers is reflected in a sharp rise in the cathode ray tube industry, Radio Mfrs. Assn. pointed out last week. RMA found that TV type cathode tubes produced in the first quarter of 1949 rose 71% in value over the last quarter of 1948 and 382% over the first quarter of 1948.

Reports of RMA member companies showed 686,620 cathode ray TV tube sales in the first quarter of this year, having a value of $21,971,869. This compares to 475,728 tubes valued at $12,816,631 in the last quarter of 1948 and 170,430 tubes valued at $4,555,476 in the first 1948 quarter.

Breaking down the production into types, RMA found that of the first quarter total, 6,921 tubes valued at $267,138 were projection type. Of total shipments, 636,953 tubes valued at $20,288,169 went to equipment manufacturers and 49,111 tubes valued at $1,670,943 to distributors for renewal purposes. First quarter sales to the government totaled 182 units valued at $4,722, with 374 tubes valued at $8,035 sold for export.

First quarter shipments of all types of cathode ray tubes, including oscillographs, camera pickup tubes etc. totaled 721,018 units valued at $23,118,364.

WPIX(TV), IBEW

Accord Is Imminent

FIRST CONTRACT, covering 40 television engineers, between WPIX (TV) New York and International Brotherhood of Electrical Workers is in process of signing, it was learned last week. Management actually signed Wednesday and union signatures were expected soon without a hitch.

Under the contract, a wage scale of $70 to $125 after four years was put into effect. Those not receiving any increase under the new scales were given a $7.50 wage raise, it was learned. Each year of AM engineering experience was given credit for a half year in TV and each year of TV experience anywhere was given credit for a year's experience at WPIX. The agreement is to be retroactively effective to April 1 and will continue to May 1, 1951.

NBC-TV personality "Howdy Doody" made personal appearance in Washington on May 15 to take part in "I Am an American Day" celebration.

HELPING to put KFMB-TV San Diego on the air are (l to r) Richard J. Goggin (standing), ABC-TV Western Division program director; Cameron Pierce, ABC Hollywood TV engineering operations supervisor; Alvin Flanagan, KFMB-TV program coordinator; Philip G. Caldwell, ABC Western Division manager of technical operations, and Frank Samuels, manager of ABC Western Division.

ONE-MINUTE TV SPOTS

Popularity Shown in Five Star Firm Survey

MINUTE as well as 20 second spots appear to be gaining widespread acceptance among the nation's television stations as the standard, it has been disclosed in survey made by Five Star Productions, Hollywood.

In making the results of a survey public—covering 33 stations in 19 major markets—Harry McMahan, head of the Hollywood firm, advised BROADCASTING that the trends reflected were "straws in the wind" from which all might profit. Of the 33 reporting stations, all used one minute spots while 23 of the total also use the 20 second unit.

Other Lengths

When asked for other lengths that spots might run, six reported 40 seconds in addition to one minute and 20 seconds. Three permitted 30 seconds or less and one allows only a 10 second spot in addition to the seeming standards of a minute and 20 seconds.

On the question of whether they use 16mm or 35mm, 30 stations claimed the facility for "16," whereas only three sought "35" exclusively. Four handle both. Thus, it is apparent that at least for the present, film, though it may be shot on "35," had best be reduced to "16" to accommodate the bulk of the television stations operating.

Among the markets responding to the survey were Los Angeles, Washington, D. C., Louisville, Chicago, New Orleans, Baltimore, Boston, Detroit, Minneapolis, St. Louis, Buffalo, New York City, Cleveland, Toledo, Philadelphia, Memphis, Salt Lake City, Seattle and Milwaukee.

Asked whether they could "handle 16mm Kodachrome with results considered Good, Fair or Poor," there was a less decisive result. Sixteen claimed good results; one of these claimed good as well as fair. Fourteen said "fair" at best, while only three claimed exclusively "poor" results. One station which reported fair and poor, defined its poor by saying that "it depends on the color region . . . if in blue-green it is better than black and white whereas orange-red netted a poor result."

Asked whether they preferred "black and white TV spots printed on Kodachrome stock to cut down grain and dust in processing" the affirmatives tallied 17 while the "no's" numbered nine. Since the reported total does not equal the total queried, it is well to understand that blanks in any question were left unrecorded.

Although stations were asked whether they preferred an "academy" leader or "black" leader, replies made it difficult to determine whether they preferred one or the other—but they did want leaders. Twenty favored "academy" leaders while 13 spoke for "black" leaders. A few preferred to operate with their own standards, which were undisclosed.

Almost Unanimous

While stations were almost unanimous in supporting the picture's start before the sound on spots, there was the widest possible divergence in replies. They ranged from a low of five frames through the norms of one and two seconds (24 and 48 frames respectively) to a high of 40 seconds.

When asked whether "recorded musical backgrounds can be supplied for TV film spots without additional charges," 20 were willing. The rest were either opposed to handling same or made a charge for it.

WLWD(TV) Dayton, Ohio, will air exclusive telecasts of U. of Dayton football games this fall. White-Allen Chevrolet will sponsor six home games.

Telestatus

AT&T Line Plans
(Report 61)

RAPID expansion of AT&T's video network facilities, which by the end of the year will total some 8,200 channel miles, more than double the service mileage at the beginning of the year, has given rise to a number of questions in the minds of TV broadcasters:

Why are some of the intercity connections made by coaxial cable circuits and others by radio relay? What are the differences—if any—in service efficiency of these two types of facility and in the cost of their installation and maintenance? How, in short, does the Bell System go about the job of planning, installing and operating TV network facilities?

To get the answers to these and other questions about TV networks, BROADCASTING went straight to the men in charge of planning and constructing these facilities and talked to Frank A. Cowan, assistant engineer of AT&T's Long Lines Department.

"First of all," said Mr. Cowan, "let's get it understood that it's not going to make any difference to any television broadcaster—or any set owner—whether the program is networked by coax or radio relay. The service will be satisfactory either way."

Very Little Difference

"There's been a lot of talk about the limitations of coaxial circuits as compared with radio relay channels," Mr. Cowan continued, "but extensive field and laboratory tests have convinced us that it takes a very keen observer under favorable condtions to detect any difference in picture quality between programs transmitted by the 2.7 mc band of the present coaxial cable or the slightly more than 4 mc band of the radio relay. Test patterns closely viewed will reveal a difference, but programs watched under normal conditions seldom do."

"However," Mr. Cowan added, "AT&T intends to supply broader band service for video program transmission if there is need for it. A new coaxial cable system now under development will increase the available band width to 8 mc. Our plan is to divide this between telephone and television service, allotting to the latter as wide a band as good service requires, 4 or 6 or even 8 mc if needed, although that seems doubtful at least until the advent of color."

A new radio relay system is also being developed by Bell System engineers, Mr. Cowan reported. The purpose is not to get more band width but to eliminate certain transmission difficulties which are not serious for short distance service, such as that between New York and Boston, but which could become troublesome in extended cross-country service. The New York-Boston radio relay is the best in the world today, he said, but the new system, using a newly developed vacuum tube, will both provide a more reliable service and be simpler to maintain.

The question of whether coaxial cable or radio relay should be used is answered in advance in those sections of the country where coaxial cable is already in and needs only to be equipped with special repeaters for video program transmission. An example is the existing New York-Albany cable, which is being readied for TV service late this year. Naturally, such facilities will be utilized as long as they are able to meet the demand for telephone and video service, Mr. Cowan said. However, he added, the ever increasing demands for additional service are constantly requiring the Bell System to expand its facilities. The New York-Chicago coaxial cable route, he pointed out, is already overtaxed and unable to provide as many circuits as are needed to meet telephone and TV demands. Therefore it is being augmented with a radio relay system which will provide additional facilities along a different route between the two major metropolitan centers.

Asked about relative costs, Mr. Cowan said that while operating experience with radio relay has been too limited to provide any final answer as yet, there is some basis for believing that in the long run radio relay may be more economical than coaxial cable. He emphasized, however, that the cost question is far from settled, noting that while radio relay is cheaper to install than cable, radio relay is both more expensive and more difficult to maintain. Since continuous day after day service the year round is required, he said, ease and economy of maintenance may outweigh any initial savings in installation costs.

Stressing that the cost factor must be supplemental to that of reliable sustained service, Mr. Cowan noted that in cases where many points along a route must be served the cable is more efficient, as it permits dropping the limited number of circuits for telephone service along the way instead of being forced to use the more elaborate and expensive terminal equipment involved in doing this by radio. Furthermore, he said, when cable is used the terminal equipment can often be housed in existing telephone company buildings in the various cities where repairs can be easily and inexpensively made.

Lest this explanation might lead TV broadcasters to ask if they are not being taxed for the convenience of telephone service and if they would not be better served by radio relay systems devoted exclusively to TV transmission, Mr. Cowan stated that any attempt to set up inter-city networks for TV service only would be prohibitively costly. The economies of combined telephone-television network facilities far outweigh any savings that might be secured from separate television service, he declared.

[Ed. Note: Procedure in establishment of AT&T relays will be explained in the next issue.]

Television Sets by Cities

Based on BROADCASTING Survey

City	Outlets On	No. of Sets	Source of Estimate
Albuquerque	1	700	NBC
Atlanta	2	7,300	Station
Baltimore	3	57,635	Balto. TV Cir. Comm.
Binghampton, N. Y.		under 100	
Birmingham, Ala.		2,000	Distributors
Boston	2	81,392	Distributors
Buffalo	1	21,546	Buffalo Elec. Co.
Chicago	4	129,602	Elec. Assn. Chi.
Cincinnati	2	24,000	RMA & Distributors
Cleveland	2	52,383	Western Reserve U.
Columbus	1	5,800	Distributors
Davenport, Iowa		16	Dealers
Dayton	2	7,100	Distributors
Detroit	3	60,000	Detroit Edison Co.
Erie	1	2,700	NBC
Ft. Worth-Dallas	1	9,200	Distributors & Dealers
Grand Rapids, Mich.		350	Dealers
Houston	1	4,500	Distributors
Huntington, W. Va.		50-60	Co-op with distributors
Indianapolis		2,500	Distributors-Dealers
Lancaster		1,500	NBC
Los Angeles	6	126,249	S. C. Radio & Appl. Assn.
Louisville, Ky.	1	7,564	Dealers
Memphis	1	12,600	NBC
Miami	1	4,650	U. Miami Survey
Milwaukee	1	24,503	Distributors
Minneapolis	1	14,500	Dealers, Distributors
New Haven	1	28,200	NBC Research
New Orleans	1	4,200	NBC
New York	6	600,000	NBC
Oklahoma City		2,643	Okla. Gas & Elec. Co.
Omaha		approx 400	Distributors
Philadelphia	3	165,000	Elec. Assn. Phila.
Pittsburgh	1	10,300	NBC
Providence		7,500	NBC
Richmond	1	9,000	NBC
Rochester		2,000	Elec. Assn.
San Diego	1	800	NBC
San Francisco	2	2,638	North Calif. Elec. Assn.
Schenectady	1	22,300	Distributors
St. Louis	1	28,850	Union Elec. Co. of Mo.
Salt Lake City	2	4,200	Station
Seattle	1	6,200	Distributors
Syracuse	1	2,400	NBC
Toledo	1	10,000	NBC
Utica-Rome, N. Y.		approx 900	Dealers
Washington	4	44,500	Wash. TV Cir. Comm.
Wilmington		3,500	NBC
Total	64	1,615,981	Approx. Total

'Rorabaugh' Revised

REVISED estimates of network TV expenditures in April have been released by the N. C. Rorabaugh Co., publisher of the *Rorabaugh Report on Television Advertising*. April's expenditures were $1,139,798 instead of $1,113,794 as reported in TELESTATUS May 16. This brings the total for April of spot, network and local TV expenditures to $2,694,482, and the total for the first four months of 1949 to $7,930,243.

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

BUY IN A RISING MARKET!

Now 57,635 TV Sets in the Baltimore Market

WISE INVESTORS distrust dwindling potentials . . . they like to buy in a rising market. Television is today's fastest growing advertising medium . . . *and rates are still low.* WMAR-TV still has "cream time" availabilities open. Call in your Katz Agency man today for full details.

Represented by

THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

KFI-TV DAYTIME REPORT

New Business Booms

WHEN KFI-TV Los Angeles switched to a daytime operation March 1, the step raised many questions in the minds of agency and industry people.

Now that this experiment has had ample time to develop, the time has come to appraise the results. The logical man to start with is William B. Ryan, general manager of the station's AM and TV operations. Describing the shift from 18 hours of nightly telecasting weekly to 42 hours of daytime operations, Mr. Ryan says: "What we have done is make it possible for an advertiser to buy television. Are we losing money? Yes, but in the long haul we feel that TV in Los Angeles and KFI-TV in particular, will profit."

Examining the record more closely, Kevin Sweeney, sales manager, reports that since the conversion there has not been a day when new business failed to be written. In the first six weeks of operation, KFI-TV managed a total of 145 advertisers. Of this total, only 20 ever used KFI-AM during the past two years and of this figure only two are currently using KFI-AM. These last two, according to Mr. Sweeney, are advertisers who use all major media. After 10 weeks the station had 191 advertisers and 347 contracts.

But the bulk of the station's television advertisers are from newspapers, according to Mr. Sweeney. And some are concerns which have not been doing any advertising at all. This, he observes, is significant in the fact of the wail that TV is draining radio of revenue.

To grasp the full significance of Mr. Ryan's statement relative to making it possible for advertisers to buy television, it is well to examine the rate card. The basic rate for an hour is $150 with smaller units of time breaking down as follows: 40 minutes—$111.50; half hour—$90; 20 minutes—$60; quarter hour—$52.50; 10 minutes—$45; five minutes—$30; participation—$25; one minute—$20.

How do the results of daytime sales volume compare with the station's earlier experience at night? Already KFI-TV is grossing 300% more business days over nights, Mr. Sweeney disclosed. Operating costs have increased about 20%, the station reports.

Is there an audience and do they produce results are questions which Mr. Ryan and Mr. Sweeney happily answer in the affirmative.

On the question of audience, two surveys already have been accomplished. One performed by Facts Consolidated, West Coast research firm, shows that KFI-TV pulled 7% of the 112,000 television homes in Southern California during an average quarter hour based upon a telephone coincidental made March 18 between noon and 6 p.m. Los Angeles had 126,249 TV homes as of April 30.

Other results of the survey show that: nearly two-thirds of all television set owners had looked at the station's daytime programming during the first 19 days of operation. The average viewers per set turned out to be 2.3 during the entire daily six hour telecasting period. Viewers are looking a considerable number of days with 45.1% reported watching three days a week or more and 26.1% looking at the station's programs five days weekly or more.

In making the survey, Facts Consolidated covered 43 telephone exchanges, while placing 1,064 calls and completing 601 calls. Peak period of viewing turned out to be 2-4 p.m. with a result of 9.9% of the available homes looking.

Do the viewers like what they're getting? Mr. Ryan said there has been considerable favorable mail but the one he liked best was from a woman who asked, "When are you going to put on some bad shows so that I can do my housework?"

If there is an audience and the viewers like what they are seeing, what then is the advertiser's side of the story. For this answer the capsule case histories of advertisers follow:

FIRESTONE: Ran a five-minute program on KFI-TV and on nighttime station in Los Angeles area to sell a set of safety tires. Cost of other TV station was $150 and produced 25 leads. KFI-TV spot cost $30 and produced 12 leads. Cost per lead: KFI—$2.50; other station—$6.

Further sidelight on the preceding case history lies in the fact that other station's spot was in period of supposedly high male interest—wrestling. Yet the late afternoon spot on KFI-TV would not be expected to have comparable male interest.

GUDE'S, specialty shop; Women's shop in downtown Los Angeles tried its first experiment in daytime TV during station's second day of operation. Two live announcements with live models were used to advertise a $2.50 blouse special. Despite rainy weather store had considerable store sale plus 200 phone orders.

HOLLYWOOD REFLEX CAMERA: Pulled 13 direct orders on $30 camera from a "Shop, Look & Listen" participation. Cost per order: less than 6½%.

WESTERN STOVE CO.: Agency for client says, "It is interesting to note that despite the supposedly large evening audience available, the daytime spots pulled inquiries equally with the nighttime spots."

BOULEVARD IMPROVEMENT CO., contractor and home builder: Used two participations on *Your Future Home* showing interior and exterior of homes via balopticon. The second participation on the program resulted in sale of two of the five homes advertised—one priced at $10,750 and the other at $10,550. This adds up to $21,300 worth of sales at an advertising cost of $50.

VACUUM CLEANER CO. of America: 15 vacuum cleaners sold from one participation.

PANTS & SKIRT HANGER: Sponsor, who did not want name identified, used participation on 15 television programs to sell 1,941 sets whereas 12 radio participations sold 377 sets.

Mr. Ryan points out fluorescent lighting in KFI-TV studio to Dale Jones, co-owner of Coleman-Jones Adv. Agency, Los Angeles, largest buyer of station time with eight accounts on the daytime schedule.

* * *

Accepting the commercial facts of life about KFI-TV, there remains only the area of programming and production problems. When asked about the difference between day and night programming, Mr. Ryan replied, "the tempo of daytime programming is different than night-time; it is more intimate and avoids any bombast, variety shows or heavy drama." He admitted that talent was not as expensive in the daytime but he emphasized that they were nevertheless "showmanlike in all instances."

Recognizing that Los Angeles is different than most cities, Mr. Ryan conceded, "this may not work in most other cities because they lack the peculiar pool of talent common to Los Angeles." But he was emphatic in pointing out that there is absolutely no programming which falls into the "strictly fill" category. As a matter of fact, he pointed with pride to the fact that the station produces the bulk of its 42 hour schedule live, utilizing feature films only twice a week for

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"matinées" on Saturday and Sunday afternoons. Otherwise no film is used save for commercials.

Ronald C. Oxford, executive TV producer, who learned his television production at NBC New York before moving west, shakes his head when asked about the "how" of close to 40 hours of live production. The head-shaking, he quickly explains, means that he once swore that you couldn't produce a television show without camera rehearsal. Yet, to cut costs, KFI-TV has done away with all camera rehearsal and suffers none in the result, Mr. Oxford reports. Programs are rehearsed with principals walking through their paces under the supervision of their producer and camera handling is planned.

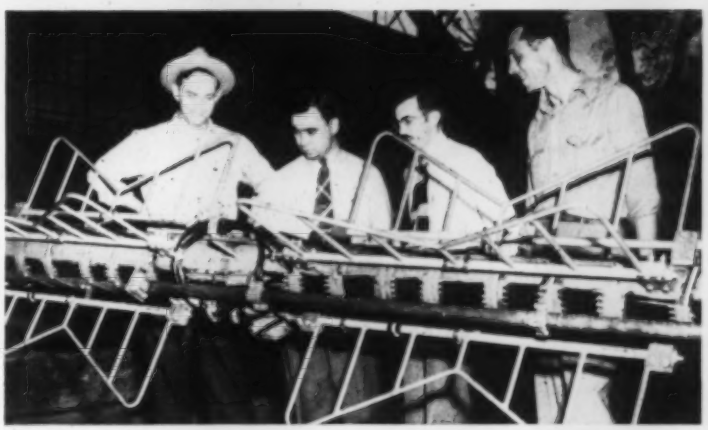
Careful Planning

To accommodate the volume of programming made necessary by almost 40 hours of live production weekly, the station has had to plan careful use of its 40 x 70 foot studio for peak efficiency. To this end, Mr. Oxford explains that careful planning of sets has been taken. As a result, all sets are hinged and coastered; clamping is the "order" of production instead of iron screws in handling sets. And the efficiency of the operation is best reflected in the fact that under the staging plan of KFI-TV, one man may, within 32 seconds, face all side flats against the wall to create a 72 foot set to work in.

Another production aid which eases the volume operation at KFI-TV is moving sets to the camera where possible rather than vice versa, according to Mr. Oxford. Another aid in conserving space and movement has been the building of a revolving stage, 12 feet in diameter. On one side of the revolving stage sits a piano which is easily available when needed and instantly out of sight when not. And a set may be prepared on the unseen half when needed and brought to the camera almost immediately following by revolving the stage.

TV for Patients

DETROIT area hospital patients now can enjoy television for $1.50 a day through a new rental service. Upon request of a patient or a friend, the Radio City Rental Service installs a portable Teletone with built-in aerial. Set comes complete with a collapsible, movable steel stand. So that programs do not annoy others in the room or ward, the audio circuit is brought to the customer through an amplifier which clamps to the ear similar to a hearing aid. The rental service is operated by Miss L. Pearl Williams, who in 1945 began renting radios to hospital patients and now handles an average of 1,000 calls a day for radios, she says.



TELEVIEWERS in Syracuse, N. Y., were able to witness ceremonial proceedings when WHEN (TV) Syracuse telecast a four-and-a-half hour marathon program in connection with raising of its first permanent antenna. Last minute inspection of six-bay General Electric antenna is made by (l to r): Merle Cupp, Electrical Tower Co., Peoria, Ill.; H. Eugene Crow, WHEN chief engineer; J. L. McLoud, Andrew Corp., Chicago, and Jim Moran, Electrical Tower Co. Program, aired from 10:05 a.m. to 2:25 p.m., included commentary by Bill Bohen, special events reporter, and interviews with Paul Adanti, WHEN general manager, and S. Payson Hall, controller for Meredith Pub. Co. (licensee is Meredith-Syracuse Television Corp.). Station placed cameras on roof of WHEN transmitter building and in street to catch activities. New tower is directly behind station's studio and transmitter site, all housed in one building. Station is due to hold tests shortly looking toward increased power, according to Mr. Adanti.

CHICAGO EXHIBIT

Manufacturers Plan Fall Show

THIRTEEN major radio, television and appliance manufacturers have contracted for exhibition space at the second annual National Television and Electrical Living Show in Chicago Sept. 30 through Oct. 9. Space sales are "well ahead" of last year, according to Arthur M. Holland of Malcolm-Howard Agency, who is handling show promotion.

Exhibitors will include General Electric, Stromberg-Carlson, RCA Victor, Sunbeam, Capehart, Motorola, Crosley, Norge, Philco, Westinghouse, Webster-Chicago and Sentinel. Merle J. Lucas of the Commonwealth Edison Co., Chicago, heads the educational committee which is booking features of this kind.

Installation Book

TV . . . FM ANTENNA INSTALLATION. By Ira Kamen and Lewis Winner. 105 pp. Bryan Davis Pub. Co. $2.

MESSRS. Kamen and Winner have prepared a step-by-step description of every conceivable type of installation, and have included warnings on fire hazards, "tricks of the trade," and a chapter on interference, its causes and cures. Of rather a technical nature, the book is best suited for servicemen with some knowledge of mechanics and radio. Mr. Kamen is currently manager of the Television Antenna Dept., Commercial Radio Sound Corp., New York. Mr. Winner is editorial director of the Bryan Davis Pub. Co., as well as service and communications editor.

WMAL-TV Washington is now on air one hour earlier (5 p.m.) with full hour sports show originating at WMAR-TV Baltimore.

COLUMBIA SCHOOL

Video on Curriculum

ESTABLISHMENT of a graduate school of radio, television and facsimile and a radio-television-facsimile institute similar to its famed Press Institute is among projects contemplated for the future by Columbia U.'s Graduate School of Journalism in New York.

Carl W. Ackerman, dean of the school, cited the expansion of interests into radio, television and facsimile as possible projects for an indeterminate future. The establishment of such activities was recommended for consideration along with other widening of the school's scope, in an annual report submitted to the president of the university by Dean Ackerman.

Late TV Hour

WPIX (TV) New York last Saturday night became what is said to be the first television station to inaugurate regular 11 p.m. to midnight programming on a one-night-a-week basis. *The Art Ford Show*, featuring Mr. Ford, all-night disc jockey of WNEW New York; Bobby Hackett, trumpet artist, and other variety artists, will have participating sponsors. First advertiser to sign for the program is Miami Packing Co. for Shrimp-A-Hoy, through Morris Scheck Advertising Co., Newark.

CBS AFFILIATE REPRESENTED BY THE KATZ AGENCY

NBC STRIKE VOTE

RTDG Council Authorized

STRIKE vote against NBC was passed unanimously last Monday evening by the New York local of the Radio and Television Directors Guild in its effort to obtain recognition and a contract for the network's television directors.

By the vote, the RTDG council was authorized to take such action as it may deem necessary, including the calling of a strike and to take any action to implement the authorization. The meeting was a special session, called after NBC refused to recognize the guild [BROADCASTING, May 16].

NBC, which has recognized RTDG for its AM directors, took the position that the television situation was entirely different. In television, said the network, the director is supervisor with considerable managerial authority. Therefore, he is not properly a member of the union. It is expected the next step in the situation will be an effort by RTDG to arrange another meeting with the network.

Joins CBS-TV

SIGNING of WMBR-TV Jacksonville, Fla., with CBS-TV as full primary affiliate has been announced. Station joins Oct. 1. It is assigned Channel 4 and is owned and operated by Florida Broadcasting Co., with Glen Marshall Jr. as general manager.

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M. J. Kallet (seated), president of Copper City Broadcasting Co., completes arrangements for purchase of the GE equipment, with the approval of Dr. W. R. G. Baker, vice president and general manager of GE's Electronics Dept.

* * *

GE EQUIPMENT

Large Shipment to WKTV(TV)

COMPLETE television station equipment has been purchased by the Copper City Broadcasting Co., Utica, N. Y., from General Electric Co., Paul L. Chamberlain, manager of sales for the GE Transmitter Div., has announced. Equipment will be used by Copper City for its WKTV (TV) Utica, which is scheduled to begin operations in September.

Shipment of equipment, being manufactured at Electronics Park, N.Y., is scheduled for Aug. 25. GE will supply a 5 kw high channel TV transmitter, a six-bay antenna and transmission line, two 16mm film cameras, camera control console, master control console and other associated equipment.

CAMPBELL-EWARD Co., New York, has increased its publication of "*Teletopics*", semi-monthly schedule at request of agency's clients and other offices.

WBT-TV SIGNS

To Be CBS-TV Affiliate

WBT-TV Charlotte, N. C., becomes a full primary affiliate of CBS-TV effective July 15, William A. Schudt Jr., CBS director of station relations, announced last week. Signing of the new station, video sister of the network's 50 kw radio outlet, WBT, in that city, brings to 40 the number of CBS-TV affiliates.

WBT-TV is assigned channel 3 and is owned and operated by the Jefferson Standard Broadcasting Co., Greensboro, N. C. Joseph Bryan is president. Charles Crutchfield is general manager of WBT and WBT-TV. The video station will operate with 16.3 kw visual and 8.62 kw aural.

TPA Names Officers

MAL BOYD of Mal Boyd & Assoc., Los Angeles, was elected president of the Television Producers' Assn. at its meeting May 20. Other officers elected include: Mike Stokey of Stokey-Ebert Productions, vice president; Gladys Rubens of Rubens Musical Workshop, secretary; Maleese Black, independent television producer, treasurer. New board members are: George Fogle of C&F Productions, Syd Cassyd of *TV;* Bob Coleson of the Advertising Council; Jon Slott, independent producer, and Mort Singer of Tel-Air Assoc.

TV Service Contract

TELEVISION Mfrs. Assn., New York, has instigated a project aimed at standardizing service agreements and practices among video servicemen. A survey of service organizations will precede establishment of a universal contract expected to benefit the public and the industry. Michael L. Kaplan, TMA president and president of Sightmaster Corp., announced the plan. Suggestions from the public and set manufacturers will also be welcomed by the newly-formed group.

ATTENDING backstage celebration as Phillips Packing Co., Cambridge, Md., assumes Wednesday sponsorship of CBS-TV's *Lucky Pup* series are (l to r) Ralph McKinnie, CBS-TV account executive; Alvin Summerfield, vice president and director of television at Aitkin-Kynett Co., agency for the account; Doris Brown, narrator and commercial announcer on the show, and S. Charles Walls Jr., assistant to the president and advertising director of Phillips Packing Co.

CHICAGO AWARDS

NBC-TV Show Rated First

RCA VICTOR's NBC television program, *Kukla, Fran & Ollie*, was cited as the "best Chicago show" by the Chicago Federated Advertising Club at its annual awards dinner May 19. A similar AM commendation went to Miles Labs' *Quiz Kids*, aired on NBC. Respective agencies are J. Walter Thompson Co. and Wade Advertising.

Fourteen first awards and nine honorable mentions were given by the judging committee to Chicago-originated AM programs, with eight firsts and four mentions for video shows. Annual radio winners, with the rating, class, sponsor and agency or station, follow:

First—local drama, *Calling All Detectives*, Sealy Mattress Co., Olian Advertising; network drama, *Comedy Playhouse*, WGN-Mutual; local variety, *Melody Lane*, Wieboldt Stores, Needham, Louis & Brorby; network variety, *The Breakfast Club*, Swift & Co., J. Walter Thompson and McCann-Erickson; music, (tie), *Chicago Symphony Orchestra*, Chicago Title & Trust Co., Earle Ludgin, and *The Northerners*, Northern Trust Co., J. Walter Thompson; news, *Reporter at Large*, Richman Bros., WMAQ; juvenile, *Hobby Horse*, Carson, Pirie, Scott & Co., WMAQ; disc jockey, *Chesterfield ABC Club* with Eddie Hubbard, Liggett & Myers Tobacco Co., WIND.

Program honorable mentions included *Smoke Rings* and *The Enchanted Hour*, WGN; *Paul Harvey and the News*, Schoenhofen Edelweiss Co., Olian; *Studebaker News*, Studebaker Corp., Roche, Williams & Cleary; *Dave Garroway Show*, WMAQ.

Firsts in the special features class—sports, *Bert Wilson—Baseball*, Walgreen Drugs and P. Lorillard Tobacco Co., WIND; public service, *It's Your Life*, Johnson & Johnson, WMAQ; women's shows, *Paul Gibson Programs*, WBBM. Honorable mentions—*Allied Sports Report*, Allied Florist Assn., WBBM; *An Everyday Story*, on behalf of the Travelers Aid Society, WBBM; *Who Is Mr. Heartbeat?*, on behalf of the Chicago Heart Assn., WGN.

Spot announcements—firsts in musical and straight, respectively, Manor House Coffee, W. F. McLaughlin Co., Earle Ludgin; and Indiana Bell Telephone Co., J. Walter Thompson. Honorable mention—Pepsodent, Lever Bros. Co., Foote, Cone & Belding.

Television first awards went to winners in 11 categories: Instructional, *Walt's Workshop*, Hines Lumber Co., WNBQ (TV); variety, *Super Circus*, Canada Dry Ginger Ale and Derby Foods, WENR-TV; news commentary, *Clifton Utley*, WNBQ; news, *WGN-TV Newsreel*; sports, WBKB (TV); music, *Music in Velvet*, WENR-TV; public service, *Clint Youle-Weatherman*, WNBQ; quiz, *R. F. D. America*, Louis G. Cowan Inc.

TV mentions—*Cross Question*, WGN-TV; consecration of three Bishops, NBC; Easter Pontifical Mass, WGN-TV *Uncle Mistletoe*, Marshall Field & Co., Foote, Cone & Belding.

In the spot announcement division, Cycloid Corp., for its micromatic reel, received an honorable mention. Agency is Bennett, Petesch & O'Connor.

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